Ross Reports

ON TELEVISION PROGRAMMING

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DEBUTS, HIGHLIGHTS, FUTURES

Sunday (11)

NBC (Ch4) 7:15-7:30pm; DEBUT - Sunday Date from WNBW Washington to E&MW Nets; musical variety featuring Gene Archer baritone, Jeanne Warner and the Cliff Instrumental Quartet; PRODUCER - R. Blum.

9-10pm; CHANGE - Philco Television Playhouse adopts new format, dramatizing "Book of the Month Club" selections, adapted by Sam Carter; Agency - Hutchins; Producer - Ernest Walling at NBC; Director - Gordon Duff,NBC.

PIX (Ch11) 6-6:30pm; RETURN - Television Chapel, a public service program offering actual devotional services in studio; Dir-E.Stasheff

6:40-7pm; DEBUT - Curtain Time, musical show running Thursday thru Monday weekly; guest instrumentalists; Dir--Clay Yurdin

7-7:15pm; DEBUT - Band Box Revue, an informal variety set in a nightclub using supper club guests;Th-Mon; Dir-C. Roberts

Monday (12)

CBS (Ch2) 9-9:30pm; DEBUT - Candid Camera, switches from NBC and goes on CBS E & MW Nets; unrehearsed comedy sequences initiated by Allen Funt; Sponsor - Philip Morris; Agency - Biow; Director is John Peyser,CBS; Commercials are unrehearsed interviews.

10-11pm; RETURN - Studio One with first production"Kyra Zelas" by Worthington Miner with Felicia Montealegre, Richard Hart, Malcolm Keen; Sponsor - Westinghouse; Agency - McCann-Erick'n

NBC (Ch4) 7:30-7:45pm; RETURN - Mohawk Showroom with Morton Downey and Roberta Quinlan on alternate nights; see P. 9 for writeup.

PIX (Ch11) 8:30-8:45pm; DEBUT - The Unknown, a mystery series produced by Warren Wade; Director - Jack Balch; Writer - Doug. MacRae.

Tuesday (13)

CBS (Ch2) 8-9pm; DEBUT - Harlem Jubilee, a musical variety with Louis Armstrong featured on first show & sepian entertainers; Producer - Barry Wood; Director - John Wray; Assoc.-Robert Bach

Wednes. (14)

CBS (Ch2) 7:45-8pm; DEBUT - Masland At Home, weekly musical program to E&MW Nets, with baritone Earl Wrightson, Norman Paris Trio; Prod-Dir - Frank Heller,CBS; Writer - Robt Bach. (more)

THIS ISSUE

Sept. 16 The Amazing Polgar debuts on WCBS-TV; 7:45-7:55pm Fridays; local only; features the hypnotic feats of Dr. Franz J. Polgar; Sponsor - Trimount Clothing; Agency - Weintraub; Producer - Charles Lewin of Weintraub; Dir-D.Rich

Sept. 18 Bowling Headliners returns from WJZ-TV to E & MW Nets; 10:30-11:30pm Sun; Bowling expert Al Cirillo presides over bowling exhibitions from Capitol Health Center, gives instructions for viewers.

Sept. 19 Dr. Black debuts from WENR Chicago to E & MW Nets; 9:30-10pm Mondays; A mystery crime series; Director - Tony Rizzo.

Sept. 19 Chevrolet Tele-Theatre (Formerly "Chevrolet On Broadway") returns from WNBT to E & MW Nets; 8-8:30pm Mondays; stars and name supports in dramatic originals & adaptations; Producer-Vic McLeod,NBC; Directors - Garry Simpson and Barry Bernard.

Sept. 20 Prize Party returns on WCBS-TV; local; 7-7:30pm Tuesdays; features MC Bill Slater in audience participation show; Sponsor - Messing Bakeries, for 39 weeks; Agency - Blaine-Thompson; Producers - Marlo and Mina Bess Lewis.

Sept. 20 Texaco Star Theatre returns from WNBT to E & MW Nets; 8-9pm Tuesdays; Top comedy-variety show starring Milton Berle with original format; Sponsor - Texaco; Agency - Kudner.

Sept. 21 This Week In Sports debuts on 9 Sta; network to be announced; a weekly 15 minute round-up of top sports events; Packager - INS-Telenews; Sponsor - Sheaffer Pens; Agency - W.Biggie Levin thru Russel M. Seeds Co. (Chicago).

Sept. 24 Columbia Football Games debut on WCBS-TV; local; 2-4:30pm Saturdays; first in a series of scheduled telecasts; Sept.24 - Columbia vs. Amherst.

Sept. 25 Fred Waring Show returns from WCBS-TV to E & MW Nets; 9-10pm Sundays; with Waring & complete company - orchestra, glee club, singers plus competing ballroom dancers; Sponsor - General Electric; Agency - Young & Rubicam; Producer-Director - Ralph Warren, Young & Rubicam.

Sept. 26 Arthur Godfrey's Talent Scouts returns to WCBS-TV, E & MW Nets; 8:30-9pm Mondays; simulcast; Sponsor - Lipton's Tea & Noodle Soup; Agency - Young & Rubicam; Director - Jack Carney, Godfrey Productions.

Sept. 29 Actor's Studio returns from WJZ-TV to E & MW Nets; time to be announced; dramatic one act adaptations and originals introduced by Marc Connelly; Packager - World Video; Producer - Donald Davis, World Video.

Sept. 29 Inside USA With Chevrolet debuts from WCBS-TV to E & MW Nets; 8:30-9pm every-other-Thursday; from CBS Studio 51; Peter Lind Hayes stars in Arthur Schwartz produced revue; Sponsor - Chevrolet Motor Division; Agency - Campbell-Ewald.

Sept. 29 Roller Derby returns from WJZ-TV to E & MW Nets; 9pm to close; Sportscasters Ken Neidel and Joe Hasel describe roller events; Sponsor - Chesebrough for Vaseline Hair Tonic (52 weeks); Agency - McCann-Erickson.

Sept. 30 Big Story debuts from WNBT to E & MW Nets; 9:30-10pm Fridays; dramatic episodes dealing with real life experiences of newspaper men; Sponsor - Pall Malls; Agency - Sullivan, Stauffer, Colwell & Bayles; Packager - Prockter Prods; Director - Al Scott, NBC.

Sept. 30 Auction-Aire debuts from WJZ-TV to 5 Sta. E Net; 9-9:30pm Fridays; MC Jack Gregson presides over viewer participation auction; viewers bid for a variety of articles with sponsor's food product labels; Sponsor - Libby, McNeill & Libby; Agency - J.Walter Thompson.

Oct. 1 Sport Of Call debuts on WPIX; local; 15 minute sports show features films and sports commentary by Guy LeBow before WPIX football telecasts;Sponsor-Regal Electronics Corp; Writer - Irving Rudd.

Oct. 2 Burton Holmes Travelogue debuts from WCBS-TV; 6:15-6:30pm Sundays; first in a series of travelogue films made by Holmes; Sponsor - Atchison,Topeka & Santa Fe Railway.

Oct. 2 Tonight On Broadway returns, was on briefly Fall 1948, from WCBS-TV to E& MW Nets; 7-7:30pm Sundays; program presents scenes from current Broadway productions; John Mason Brown does commentary; Sponsor - Esso; Producer-Director - Martin Gosch; Coordinator of material - Robert Sylvester.

Oct. 3 The Silver Theatre debuts from WCBS-TV to E & MW Nets; 8-8:30pm Mondays; Dramatic show with Conrad Nagel as MC; Sponsor - Int'l Silver Co; Agency-Young & Rubicam; Producer-Director-Editor - Frank Telford, Young & Rubicam.

Oct. 4 Life Of Riley debuts from WNBT to E & MW Nets; time to be announced; the TV version, on film, of the AM show has Jackie Gleason playing the title role, with support by Rosemary DeCamp & Lanny Rees; Sponsor - Pabst Beer; Agency - Warwick & Legler.

Oct. 5 Ballantine's Boxing returns from WCBS-TV; 10pm Wednesdays; from St. Nicholas Arena; Sponsor - Ballantine; Agency - J.Walter Thompson.

Oct. 5 The Bigelow Show returns from WCBS-TV to E & MW Nets; 9-9:30pm Wednesdays; Comedy-variety show with Paul Winchell,Dunninger,the mentalist,& guests; Sponsor - Bigelow-Sanford; Agency - Young & Rubicam; Producer - Frank Telford, Y&R; Director - Preston Wood, Y&R.

Oct. 6 Ed Wynn Show debuts from WCBS-TV to E & MW Nets via Kinescope from KTTV Hollywood; 9-9:30pm Thursdays; Comedy variety show starring Ed Wynn and featuring top variety acts; Lud Gluskin & Orchestra; Sponsor - Speidel Watchbands; Producer - Harland Thompson,CBS; Director - Ralph Levy,CBS.

Oct. 7 Ford Theatre returns from WCBS-TV to E & MW Nets; 9-10pm every-other-Friday; Broadway adaptations with stars; Sponsor - Ford Motor Co; Agency - Kenyon & Eckhardt; Producer - Ellis Sard, K&E; Director - Marc Daniels.

October Ken Murray Show debuts from WCBS-TV; date and time to be announced; Stars Murray and a permanent cast from his Hollywood "Blackouts" in top revue.

October Lil Abner debuts from WJZ-TV to E & MW Nets; day and time to be announced; Television version of the Al Capp comic strip features Craig Shepard as "Abner," Judy Bourne as "Daisy Mae," Bobby Barry as "Pappy," and Agnes Scott Yost as "Mammy." Producer & Packager - Mort Millman, ABC; Director-Ezra Stone; Adaptors - Lee Rogow, Arnold Horwitt; Music - especially written by Bernard Green.

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* Additional copies of our Program Cost Study and Sample Program Budgets are Available to subscribers. Copies are also available to others you may know at other offices.

(Listings cover only those firms carried on the following pages - Not Industry-Wide)

ADVERTISING AGENCIES WITH PROGRAMS ON TELEVISION IN NEW YORK

And'n,Davis,Platte	50 Rock Pl	PL 7-2300	Hicks & Greist	420 Lex Ave	MU 3-9135
N.W. Ayer & Son	30 Rock Pl	CI 6-0200	Hutchins	16 West 46	PL 7-8526
Ted Bates	630 Fifth	CI 6-9700	Kenyon&Eckhardt	247 Park	PL 3-0700
BBD&O	383 Madison	EL 5-5800	Kudner	630 Fifth	CI 6-3200
Benton & Bowles	444 Madison	MU 8-1100	Al Paul Lefton	521 Fifth	VA 6-4340
Biow	9 Rock Pl	PL 7-4100	Len'n & Mitch'l	17 East 45	MU 2-9170
Bobley	452 Fifth	LO 4-2028	Marsch'k,Pratt	535 Fifth	VA 6-2022
Blaine-Thompson	234 West 44	LO 4-0800	Maxon Adv.	25 Broad St.	WH 3-2860
Buchanan	1501 B'way	BR 9-7900	McCann-Erickson	50 Rock Plaza	CI 5-7000
Leo Burnett	743 Fifth	PL 5-2772	Moore & Hamm	7 East 35	OR 9-4100
Campbell-Ewald	1 East 57	MU 8-3190	Paris & Peart	370 Lexington	MU 9-2424
Cayton	350 Fifth	BR 9-0390	F.D.Richards	10 Rock Plaza	CI 7-6383
Dance-Fitz-Sample	247 Park	MU 8-1600	Art. Rosenberg	570 Seventh	CH 4-4420
Doh'y,Clif'd,Shen	350 Fifth	BR 9-0445	Sul,Stau,Col,B	270 Park	OR 9-2500
William Esty	100 East 42	MU 5-1900	J.D.Tarcher	630 Fifth	CI 6-2626
Federal	385 Madison	MU 8-4200	J.W. Thompson	420 Lexington	MU 3-2000
Stanton B. Fisher	215 Fourth	AL 4-7127	Weintraub	30 Rock Plaza	CI 7-4282
Foote,Cone,Beld'g	247 Park	PL 5-6600	Young & Rubicam	285 Madison	MU 9-5000
Grant Adv.	350 Fifth	BR 9-6100			

Only Agencies with Programs included

INDEPENDENT PRODUCERS WITH PROGRAMS ON TELEVISION IN NEW YORK

A.Godfrey Prods	485 Madison	PL 5-2000	Nat'l TV Guild	801 Greenwich	CH 3-4900
Louis G. Cowan	485 Madison	PL 9-3700	Reemack Prods	527 Fifth	MU 7-7979
Jacques Fray Ent	699 Madison	RE 7-3576	Martha Rountree	570 Lexington	PL 5-7770
Allen Funt	52 Vand'bilt	MU 5-1211	Kermit Schafer	112 East 37	MU 9-4628
Harry Goodman	19 East 53	PL 5-6131	Bern. Schubert	509 Madison	MU 8-0944
West Hooker	2 West 46	JU 2-3026	Martin Stone	4 West 58	MU 8-0585
Carol Irwin	277 Park	PL 5-8506	Douglas Storer	1270 Sixth	CI 7-6325
Robert Jennings	53 West 53	CI 6-7020	Irvin P. Sulds	654 Madison	TE 8-7025
Martin Jones	404 East 55	MU 8-4657	Telenews	1600 B'way	CI 7-7364
Layton-Stark	551 Fifth	MU 7-6320	Todman-Goodson	CBS 485 Mad	PL 5-2000
Lester Lewis	1 Christopher	WA 4-8582	TOP Prods.	551 Fifth	MU 7-0272
Marlo Lewis	%Blaine-Thomp.	LO 4-0800	United Prods	654 Madison	TE 8-8300
Phillips Lord	501 Madison	PL 5-2211	Chick Vincent	509 Madison	EL 5-0734
Ann Marlowe	4 East 70	RE 7-4139	Wolf Assoc.	420 Madison	PL 5-7620
Modell-Harbuck	60 East 42	VA 6-4972	World Video	15 East 47	PL 9-3870
Walter McGraw	130 West 12	OR 5-3113	Frederic Ziv	501 Madison	MU 8-4700

PRODUCERS OF COMMERCIALS ON TELEVISION IN NEW YORK

Audio Prods.	630 Ninth	CO 5-6771	Ted Nemeth	729 Seventh	CI 5-5147
Caravel Films	730 Fifth	CI 7-6111	Pictorial	140 West 57	CI 6-5726
Louis deRochem't	35 West 45	CH 4-8873	Sarra Photogs	200 East 56	PL 3-3790
Film Graphics	103-14 Rsvlt	IL 8-5785	Screen Gems	729 Seventh	CI 5-5044
Hile-Damroth	320 B'way	WO 4-2478	Sound Masters	165 West 46	PL 7-6600
Jam Handy Films	1775 B'way	CO 5-7144	Spec. Purpose	16 East 58	PL 9-1792
Ben Harrison	245 West 55	PL 7-3217	TV Features	480 Lexington	PL 5-5714
Loucks&Norling	245 West 55	CO 5-6974	Transfilm	35 West 45	LU 2-1400

LOCAL STATIONS & NETWORKS

ABC Gen. Offices	30 Rock Plaza	CI 7-5700	DuMONT (WABD)	515 Madison	MU 8-2600
Studios	7 West 66	TR 3-7000	WATV Office-Stu	15 Hill,Newark	BA 7-8216
CBS Gen. Offices	485 Madison	PL 5-2000	WOR Office-Stu	1440 Broadway	LO 4-8000
NBC Offices-Stud	30 Rock Plaza	CI 7-8300	WPIX Office-Stu	220 East 42	MU 2-1234

BIG DRAMATIC SHOWS

ABC

ABC PENTHOUSE PLAYERS - from WENR Chicago to E & MW Nets; 7:30-8pm Sundays;SUSTAINING; Dramatic originals and adaptations with a professional cast.

DIRECTOR..Fred Killian,ABC | WRITER.....H.Y.Bingham | ON THE AIR.....Jan. 1949
AVAILABLE....approx $2,000 | NARRATOR.....D.Gallagher | REHEARSAL.....4 hrs camera

HOLLYWOOD SCREEN TEST - from WJZ-TV to 9 Sta. E & MW Nets, kinesc to 10; 7:30-8pm Saturdays; Neil Hamilton introduces 3 professional neophytes in scenes with guest star; starts co-op sponsorship Sept.17(Best Foods in NYC only thru B&B) & Sept.24 (Duffy-Mott on 7 Sta.-Y&R).

PACKAGER.....Lester Lewis | DIRECTORS...A.Alexander,LL | WRITERS...Alton Alexander,
PRODUCER.....Lester Lewis | Sean Dillon,ABC | Marcy Tinkle,freelance
AVAILABLE.....approx $2175 | CASTING.....,Lester Lewis | SCRIPTS..$50 for 7 minutes
co-op 45% local rate card | REHEARSAL..11hr dry, 3 cam | RATING....6 City Pulse 6.6

STAND BY FOR CRIME - from WENR Chicago to E & MW Nets; 8-8:30pm Saturdays; Mystery drama with Myron Wallace and George Cisar & guest performers; lead played by Boris Aplon; viewers called to solve crime.

PROD-DIR.Greg Garrison,ABC | WRITER.....G. Garrison | ON THE AIR...Sept.12, 1948
AVAILABLE.....approx $1250 | REHEARSAL....2½ hrs camera | TO E NET.....Jan.12, 1949

CBS

STUDIO ONE - from WCBS-TV to 24 Sta. E & MW Nets; 10-11pm Mondays; names and supporting players in dramatic adaptations and originals; returned Sept.12; ON AIR-Nov.1948

SPONSOR.....Westinghouse | PRODUCER.Worthington Miner | CASTING....E.Kilgallen,CBS
AGENCY.....McCann-Erickson | DIRECTORS....Paul Nickell, | SETS.....R.Rychtarik,CBS
SUPERVISOR...Lee Cooley,ME | Frank Schaffner,CBS | SCRIPTS.....about $250
PRODUCTION....approx $8000 | ADAPTORS....W.Miner,J.Liss | REHEARSAL.2wk dry,14hr cam
COMMERCIALS - 2 live, 1 film demonstration prepared by Westinghouse.

SUSPENSE - from WCBS-TV to E & MW Nets & Kinesc; 9:30-10pm Tuesdays; Stars & supporting players in dramatic originals & adaptations; departed June 28, returned Sept. 6.

SPONSOR.Electric Auto-Lite | PROD-DIR.....R.Stevens,CBS | SETS.....Al Ostrander,CBS
AGENCY.....Newell-Emmett | CASTING.....Robert Stevens | REHEARSAL..wk dry,10hr cam
SUPERVISOR.George Foley,NE | WRITERS.....Freelance | ON THE AIR...March 1, 1949
PRODUCTION....approx $5000 | SCRIPTS.....$500 tops | ANNOUNCER.....Rex Marshall
COMMERCIALS - Live and film-cartoons & demonstration; Animation - Eric Guerney & Norman Tate; live Director-John Peyser,CBS; films by Film Graphic & Precision Labs.

DUMONT

PROGRAM PLAYHOUSE - from WABD to 7 Sta. E & MW Nets; 9-9:30pm Weds; showcase for independently packaged programs, each of which is offered independently after showing.

PRODUCER....J.Caddigan,DuM | DIRECTOR.....L.Menkin,DuM | CASTING.....E. Mears,DuM
PRODUCTIONS.app $4000-5000 | CAM.DIR..Frank Bunetta,DuM | REHEARSAL..14hrs dry,6 cam

NBC

ACADEMY THEATRE - from WNBT to 18 Sta. E & MW Nets, Kin 6; 8-8:30pm Mondays; SUSTAINING; experimental dramatic series replaces "Chevrolet On Broadway" thru Sept. 12th; scripts include one-act plays by established playwrights; RATING - 6City Pulse - 18.5

PRODUCER....C.Canfield,NBC | CASTING....Hawley,Canfield | REHEARSAL...21hr dry,7 cam
DIRECTOR...Mark Hawley,NBC | COSTUMES..R. Bogdanoff,NBC | ON THE AIR.....July 25

AVAILABLE - refers to price at which show is offered for sale. PRODUCTION - figures are those at which a show is estimated to be operating when already sponsored. All figures have been checked at the source - agency, network, packager;all approximate.

NBC

THE BLACK ROBE - from WNBT to E & MW Nets; 9:30-10pm Mondays; documentary night police court drama with non-professional talent, rehearsed but without scripts; Frank Thomas plays the judge; John Green, the policeman. SUSTAINING.

PACKAGER..Phillips H. Lord | DIRECTOR....Herb Swope,NBC | ON THE AIR.....May 18, 1949
PRODUCER..G.MacGarrett,NBC | CASTING...John Green, Lord | RATING.....6City Pulse-11.3
AVAILABLE.....approx $6650 | REHEARSAL..10hr dry, 5 cam

THE CLOCK - from WNBT to E & MW Nets; 8:30-9pm Wednesdays; Original suspense plays using professional talent. SUSTAINING.

SUPERVISOR....Fred Coe,NBC | CASTING...Larry Schwab,NBC | ON THE AIR.....May 16, 1949
DIRECTOR..Larry Schwab,NBC | SETS.....Otis Riggs | ADAPTORS....Coe, Ivan Reiner
AVAILABLE.....approx $6500 | RATING..6Cty Pulse 20.1(9) | R.Wald,G.Wilson,freelance

COLGATE THEATER - from WNBT to 15 Sta E & MW Nets; 9-9:30pm Mondays; Adaptations and originals with a cast of professional actors; returned August 1; 6 City Pulse - 18.5.

SPONSOR.....Colgate | SUPERVISOR...C. Russell,WE | WRITERS.....Freelance
AGENCY.....William Esty | CASTING.....C. Campbell,WE | SCRIPTS.....from $175
PRODUCTION....approx $4500 | DIRECTOR.....Hal Keith,NBC | REHEARSAL..17hrs dry,6 cam
COMMERCIALS - 2 one minute films; made by Transfilm for Vel & Sarra for Lustre Creme.

FIRESIDE THEATRE - from WNBT to E & MW Nets; 9-9:30pm Tuesdays; a series of filmed short story classics prepared especially for television by Frank Wisbar, Hollywood.

SPONSOR...Proctor & Gamble | SUPERVISOR...B. Morgan,Com | OFF THE AIR.....July 5
AGENCY.....Compton | ASSISTANT.....Ted Bell,Com | RETURNED.....September 6
COMMERCIALS - on film for Duz, Ivory Soap & Crisco; beginning, middle & end.

KRAFT TELEVISION THEATRE - from WNBT to 19 Sta. E & MW Nets; 1 Kinesc; 9-10pm Weds; Professional actors in Broadway adaptations and dramatic originals.

SPONSOR.....Kraft | PRODUCER.Stanley Quinn,JWT | ON THE AIR.....June 1947
AGENCY...J.Walter Thompson | DIRECTOR....M. Holland,JWT | REHEARSAL.2 wk dry,7hr cam
PRODUCTION....approx $6000 | CASTING..Robert Tucker,JWT | RATING.6 Cty Pulse 28.6(4)
COMMERCIALS - live; closeups of products on shelves and recipe demonstrations.

LIGHTS OUT - from WNBT to E & MW Nets; 9-9:30pm Tuesdays; dramatic suspense show with top professional talent; SUSTAINING.

SUPERVISOR....Fred Coe,NBC | DIRECTOR.Kingman Moore,NBC | MUSIC.....Bill Nalle
PRODUCER.....E.Walling,NBC | CASTING...Bill Kaufman,NBC | ON THE AIR...July 19, 1949
AVAILABLE.....approx $6500 | SETS.....Paul Barnes,NBC | RATING...6 City Pulse 15.8

MARTIN KANE--PRIVATE EYE - from WNBT to E & MW Nets; 10-10:30pm Thursdays; dramatic mystery with William Gargan and Robert Kincella.

SPONSOR...U.S. Tobacco Co. | PRODUCER....B.Coughlin,Kud | MUSIC.....Charles Paul
AGENCY.....Kudner | DIRECTOR.Ed Sutherland,NBC | CASTING.....Ed Sutherland
PRODUCTION..app $6000-6500 | WRITER.....Frank Wilson | ON THE AIR...Sept. 1, 1949
COMMERCIALS - live; integrated; beginning, middle & end; Gargan & owner of tobacco shop; sponsor's products on display; prepared by Kudner.

PHILCO TELEVISION PLAYHOUSE - from WNBT to E & MW Nets; 9-10pm Sundays; formerly dramatic originals & adaptations; new format Sept.11-dramatizations of best sellers.

SPONSOR.....Philco | DIRECTORS.G.Simpson,G.Duff, | SETS.....Otis Riggs,NBC
AGENCY.....Hutchins Adv. | Albert McCleary,NBC | COSTUMES..R. Bogdanoff,NBC
SUPERVISOR..R.Salter,Hutch | CASTING...Bill Kaufman,NBC | REHEARSAL.1wk dry,1day cam
PRODUCER....E. Walling,NBC | ADAPTOR.....Sam Carter,NBC | ON THE AIR.....Fall 1948
PRODUCTION...approx 12,000 | PUBLICITY.....Ivan Black | RATING...6 City Pulse 18.9
COMMERCIALS - live, film, slides; end of Act I & II; film opening by Animation House, New Rochelle; voice over commercial by Jay Jackson.

SITUATION COMEDIES

CBS

THE GOLDBERGS - from WCBS-TV to E & MW Nets; 9:30-10pm Mondays; family comedy with Gertrude Berg, Phil Loeb, Arlene McQuade, Eli Mintz, and Larry Robinson.

SPONSOR..Gen. Foods(Sanka) PRODUCER.....W.Miner,CBS WRITER.....Gertrude Berg
AGENCY.....Young & Rubicam DIRECTOR...Walter Hart,CBS SETS.Richard Rychtarik,CBS
SUPERVISOR....Ed Duerr,Y&R CASTING.....Gertrude Berg ON THE AIR....January 1949
COMMERCIALS - live; integrated; open and close; Molly, at window, talks to neighbors.

MAMA - from WCBS-TV to E & MW Nets; 8-8:30pm Fridays; Family comedy series based upon "Mama's Bank Account" by Kathryn Forbes; stars Peggy Wood, features Judson Laire, Iris Mann, Malcolm Keene, Dickie Van Patten, Rosemary Rice and Ruth Gates.

SPONSOR.....Maxwell House PROD-DIR..Ralph Nelson,CBS CASTING.....Ralph Nelson
AGENCY.....Benton & Bowles WRITER....Frank Gabrielson RATING...6 City Pulse 10.4
PACKAGER.....Carol Irwin SETS.....Ostrander,CBS REHEARSAL..10hrs dry,8 cam
PRODUCTION....approx $7500 MUSIC.....Billy Nalle ON THE AIR....July 1, 1949
COMMERCIALS - live integrated; balop; open & close with Mama & family making coffee, etc; occasional films on coffee by Pan American Institute.

DUMONT

THE O'NEILLS - from WABD to E & MW Nets; 9-9:30pm Tuesdays; Family comedy with Vera Allen, Ian Martin, Jane West, Celia Boodkin, Ben Fishbein, Janice Gilbert and others.

SPONSOR....DuMont Telesets DIRECTOR...Jack Rubin,Wolf CASTING....Herbert Wolf,WA
AGENCY.....Buchanan WRITERS.....Ruth Friedlich SUPERVISOR..J.Sheehan,Buch
PACKAGER...Wolf Associates Edward Mabley ON THE AIR...Sept. 6, 1949
COMMERCIALS - live integrated; beginning and end.

FAMILY GENIUS - from WABD to E & MW Nets; 9-9:30pm Fridays; family comedy with Jack Diamond, Edith Gresham, Alan MacAteer, Joan Tighe, and Elizabeth York; SUSTAINING.

PACKAGER....Elwood Hoffman SUPERVISOR..Elwood Hoffman CAM.DIR.....Pat Fay,DuM
PRODUCER..J. Caddigan,DuM DIRECTOR.....Jack Weiser ON THE AIR.August 10, 1949

NBC

MARY KAY AND JOHNNY - from WNBT to 12 Sta. E & MW Nets; 8:30-9pm Thursdays; domestic comedy; formerly 15 minutes Mon-Fri; SUSTAINING.

PRODUCER....E. Walling,NBC DIRECTOR..Joe Cavalier,NBC CASTING.....J. Stearns
AVAILABLE.....approx $4800 WRITER.....Johnny Stearns ON THE AIR...Aug.11, 1949

MIXED DOUBLES - from WNBT to E & MW Nets; 8:30-9pm Saturdays; Comedy drama written around two families who are next door neighbors; cast includes Rhoda Williams, Billy Idelson, Ada Friedman, and Eddy Firestone; SUSTAINING.

PACKAGER...Carlton E.Morse AVAILABLE.....approx $5700 ON THE AIR...July 29, 1949

COMEDY-VARIETY

CBS

ARTHUR GODFREY AND HIS FRIENDS - from WCBS-TV to E & MW Nets; 8-9pm Wednesdays;Informal variety show with Godfrey, Archie Bleyer Orch, singers Janette Davis & Bill Lawrence, the Mariners Quartet & guests; Godfrey returns Sept.28; Robert Q. Lewis subs.

SPONSOR.....Chesterfields PRODUCERS..Jack Carney,CBS CASTING....L. Puck,Godfrey
AGENCY.....Newell-Emmett Lawrence Puck,Godfrey J. Carney,CBS
PACKAGER...A.Godfrey Prods DIRECTOR....David Rich,CBS ON THE AIR....Jan.12, 1949
PRODUCTION....approx $8000 ANNOUNCER.....Tony Marvin RATING..6 Cty Pul. 28.9(2)
COMMERCIALS - live integrated by Godfrey and film by Pictorial Productions.

RATINGS are by Pulse for August; Cities are NY, Phila, Boston, Wash, Chi, and Cinci.

CBS

54TH STREET REVUE - from WCBS-TV to E & MW Nets; 8-9pm Thursdays; Intimate variety revue starring Al Bernie with Mort Marshall, Lillian Roth, singing ensemble & guests; scheduled to depart September 22.

PRODUCER....Barry Wood,CBS
DIRECTOR...Herb Sussan,CBS
CHOREOGRAPHY...John Butler
AVAILABLE...$15,000up -1hr
$10,000up -½hr
MUSIC DIR....Harry Sosnick
ORIG.MUSIC.....Wm.Scudder, R.Lewine,T.Fetter
SETS.....Don Gilman,CBS
COSTUMES.....Brooks
CASTING...E. Kilgallen,CBS
REHEARSAL..24hrs dry,5 cam
ON THE AIR.....May 5, 1949
RATING....6 City Pulse 9.6
SKETCHES.....Alan Sherman

TOAST OF THE TOWN - from WCBS-TV to E & MW Nets & Kinesc; 8-9pm Sundays; Ed Sullivan with name variety acts, six girl line & guest celebrities; SUSTAINING until Sept. 25 when Lincoln-Mercury (Kenyon & Eckhardt) resumes sponsorship.

PRODUCERS.....Marlo Lewis
Ed Sullivan
DIRECTOR.....John Wray,CBS
PRODUCTION....approx $7000
MUSIC.....Ray Bloch Orch
CHOREOGRAPHY.....John Wray
SETS.....R. Rychtarik,CBS
REHEARSAL..8 hrs dry, 2cam
CASTING.....Mark Leddy
Del Monico Hotel
ON THE AIR...Sept.20, 1948
RATING...6 Cty Pul.35.3(1)

DUMONT

CAVALCADE OF STARS - from WABD, Adelphi Theatre, to 8 Sta. E & MW Nets; 9-10pm Sat; musical variety show stars Jack Carter with name variety talent & guests.

SPONSOR.....Whelans
AGENCY...Stanton B. Fisher
PRODUCTION....approx $8000
PROD-DIR..Milt Douglas(SF)
CAM.DIR..Frank Bunetta,DuM
CASTING.....Milton Douglas
MUSIC...Sammy Spear's Orch
REHEARSAL..6 hrs dry,5 cam
RATING..6 Cty Pul.19.1(10)
COMMERCIALS - Open & close films for drug store products from N.Y; 2 live cut-ins with local advertising for Whelan Drug Stores, Walgreen's, Liggett's, Nevins Sun Ray Drug Co, Reade's Drug Co, Gray's Drug, Sun Drug, and People's Drug Stores.

FRONT ROW CENTER - from WABD, Adelphi Theatre, to E & MW Nets; 8-9pm Fridays; weekly guest MC introduces name variety acts.

PROD.-DIR..Bill Harmon,DuM
AVAILABLE.....approx $5000
CAM.DIR..Frank Bunetta,DuM
CASTING.....Bill Harmon
MUSIC...Sammy Spear's Orch
REHEARSAL...4hrs dry,3 cam
COMMERCIALS - 4 Spot Sponsors-Blatz Beer, Borden's, Bird's Eye,Fedder-Quigan Air Cond.

MOREY AMSTERDAM SHOW - from WABD, Adelphi Theatre, to E & MW Nets; 9-9:30pm Thursdays; Variety show set in nightclub with Morey Amsterdam, Art Carney, Johnny Guarnari Orch. and guests; sponsor renewed Aug.16 for an additional 13 weeks.

SPONSOR....DuMont Telesets
AGENCY.....Buchanan
PRODUCER...Morey Amsterdam
PRODUCTION....approx $5000
DIRECTOR.....David Lewis
CAM.DIR..Frank Bunetta,DuM
SUPERVISOR..J.Sheehan,Buch
SETS.....Russell Patterson
SCRIPT.Amsterdam, L.Metzer
ON THE AIR..April 21, 1949
REHEARSAL...1 hr dry,4 cam
RATING...6 City Pulse 17.1
COMMERCIALS - live; closeup of TV sets; open & close; Announcer - Don Russell.

NBC

BROADWAY SPOTLIGHT - from WNBT, Int'l Theatre, to 8 Sta. E & MW Nets plus kinesc;7:30-8:30pm Sundays; MC Dick Kollmar plus variety acts and name guests; SUSTAINING.

PACKAGER...Martin Jones,Jr
DIRECTOR....Herb Swope,NBC
AVAILABLE....app $8000-½hr
SETS.....Otis Riggs,NBC
WRITER...Larry Marks,Jones
CASTING....Martin Jones,Jr
ON THE AIR..March 10, 1949
REHEARSAL..10hrs dry,6 cam
RATING....6 City Pulse 4.8

DAVE GARROWAY AT LARGE - from WNBQ Chicago, to E & MW Nets; 10-10:30pm Sundays;SUST'NG; Informal variety show with MC Dave Garroway, singers Connie Russell, Betty Chapel, Jack Haskell, comedian Cliff Norton, and Art Van Damme Quintet, Joe Gallicchio Orch.

PRODUCER....Ted Mills,WNBQ
DIRECTOR....Don Meier,WNBQ
AVAILABLE.....approx $4500
ASS'T.DIR...R. Banner,WNBQ
WRITER.....Charles Andrews
CHOREOGRAPHY.Edith Barstow
TECH.DIR.F.Schnoepper,WNBQ
ON THE AIR..April 16, 1949
RATING....6 City Pulse 9.0

ABC

NICK KENNY'S COMPOSERS CORNER - from WJZ-TV; local; 7:30-7:45pm Wednesdays; Kenny interviews a song writer, orchestra leader, and neophyte song writer, and conducts musical quiz; permanent cast includes Kenny, singer Alan Dale, and the Top Hatters.
SPONSOR.....Monarch-Saphin PROD-DIRS...George Scheck, PACKAGER.....United Prods
AGENCY....Arthur Rosenberg Lou Dahlman,United Prods ON THE AIR...July 20, 1949
COMMERCIALS - live-done by Albert V. Saphin.

THE MUSIC ROOM - from WJZ-TV to E & MW Nets; 9:30-10pm Sundays; MC Conrad Thibault and pianist Jacques Fray introduce gifted musical variety talent; SUSTAINING.
PACKAGER.Jacques Fray Ent. PRODUCER....J.Munhall,Fray COSTUMES.....Brooks
AVAILABLE.....approx $2000 DIRECTOR.Babette Henry,ABC REHEARSAL..3hr dry,3hr cam

CBS

BOB HOWARD - from WCBS-TV; local; 6:45-7pm Mon-Fri; Pianist Bob Howard sings, plays, chats about sponsors' products and other CBS-TV attractions for the evening;nine participating sponsors; no rehearsals, no scripts; DIRECTOR - Paul Munroe,CBS; some film strips used in COMMERCIALS; made by Transfilm, Jam Handy, Caravel;NYC Pulse-5.9.

BLUES BY BARGY - on WCBS-TV; local; spotted after 10pm Mon-Thur; 7:45-8pm Sat. to E Net; Pianist Jean Bargy sings and plays popular songs; PROD-DIRECTOR-Paul Munroe,CBS; AVAILABLE - approximately $350 per; 6 City Pulse 4.0, Sat. show.

CLIFF EDWARDS SHOW - from WCBS-TV to E Net; 7:45-8pm Mondays; show features Edwards with singer Ellen Parker and Tony Mottola Trio in musical variety format; PRODUCER-DIRECTOR - Paul Munroe,CBS; WRITER - Bernard Dougall; SETS - Gehlman,CBS; AVAILABLE-approx $1000 per ¼hr with 1 hour camera; 6 City Pulse 5.3.

SONNY KENDIS SHOW - from WCBS-TV; local; 7:45-7:55pm Tuesdays & Thursdays; musical interlude features Sonny Kendis on piano with "Al & Bert" on drums & bass, and singer Gigi Durston; PRODUCER-DIRECTOR - Alex Leftwich,CBS; AVAILABLE - $1225 per ¼hr; REHEARSAL - 1hr camera, ½hr dry; RATING - 6 City Pulse 4.3.

DUMONT

FLIGHT TO RHYTHM - from WABD to E & MW Nets; 8-8:30pm Thursdays; Musical set in a Brazilian nightclub has singer Delora Bueno & Miguelito Valdes Orch; SUSTAINING; PRODUCER-DIRECTOR - Bob Loewi,DuM; EDITOR - Barnaby Smith; ON THE AIR - May 1, 1949.

VINCENT LOPEZ SHOW - from WABD to E & MW Nets; 7:45-8pm Daily except Thur; Lopez & Ray Barr play twin pianos, introduce guests, play tune based on letters of guest's or write-in's name; DIRECTOR - Byron McKinney,DuM; ON THE AIR - November 11, 1948; AVAILABLE - approx $300 per; RATING - 6 City Pulse 7.5; SUSTAINING.

AMANDA - from WABD; local; 10:45-11 Mon-Fri; Amanda Randolph sings & plays piano; DIRECTOR - Dick Sandwick,DuM; AVAILABLE - approx $75 per, $250 for 5; ON AIR-Dec.'48.

NBC

BONNY MAID VERSA-TILE VARIETIES - from WNBT to E & MW Nets; 9-9:30pm Fridays; variety revue stars George Givot with variety acts; SPONSOR - Bonafide Mills for Bonny Maid Linoleum & Versa-Tile; Agency - Gibraltar Adv; PACKAGER - Basch Prods; DIRECTOR -Mark Hawley,NBC; WRITER - Jack Houston,Basch; CASTING - Frances Scott,Basch;MUSIC-J.Jerome.

CAPITOL CAPERS - from WNBW Washington to E Net; 7:30-7:45pm Monday & Wednesday; musical spot features baritone Gene Archer & the Cliff Instrumental Trio; ON AIR-Aug. 1.

NBC

EASY DOES IT - on WNBT; local; 6:30-6:55pm or thereabouts Mon-Fri; Participating sponsors Lehn & Fink for Lysol (L&M), Pall Mall Cigarettes (SSC&B), and Alliance Mfg. for Tenna Rota Aerials (Foster & Davies); Music and interviews with singer Francie Lane & pianist Johnny Andrews; PRODUCER - Alan Handley,NBC; DIRECTOR - Bill Warwick, NBC; WRITER - Handley; AVAILABLE - approximately $1800 per.

FLOOR SHOW - from WNBT to E & MW Nets plus Kinesc; 9:30-10pm Saturdays; Jazz specialist Eddie Condon in informal jazz sessions with top guest soloists & vocalists; SUSTAINING; PACKAGER - World Video; PRODUCER - Richard Gordon, World Video; DIRECTORS-Ernest Anderson, and Clark Jones, NBC; AVAILABLE - approx $2500.

MOHAWK SHOWROOM - from WNBT to E Net; 7:30-7:45pm Mon-Fri; Musical segment features Morton Downey & Carmen Mastren with guests on Mon-Wed-Fri; Roberta Quinlan & Harry Clark Trio with guests on Tues & Thurs; SPONSOR - Mohawk Carpet Mills; AGENCY-George Nelson (Schen'tdy); PRODUCER - Roger Muir,NBC; DIRECTORS - Clark Jones & Doug Rodgers, NBC; REHEARSAL - 1hr dry, 1½hrs cam; COMMERCIALS - live-show samples; title cards & slides; PRODUCTION - range $10,000 per week; ANNOUNCER - Bob Stanton;RETURNED-Sept.12.

MUSICAL MINIATURES - from WNBT to E & MW Nets; 7:15-7:30pm Sundays; variety show set in a Central Park sidewalk cafe; with vocalist Helen Lee, the Four Paulettes, Sydney Gross & the Solidaires; DIRECTOR - Jacques Hein, NBC; ON THE AIR - August 21, 1949.

PARADISE ISLAND - on WNBT; local; 10-10:15 pm Tuesdays; Film musical with singers Danny O'Neil and Anne Sterling, Everett Hoagland Orchestra & guests; SPONSOR - United Wallpaper (Trimz); AGENCY - MacFarland Aveyard (Chi); PACKAGER - Jerry Fairbanks; COMMERCIALS - film; one minute open & close; demonstration of wallpaper & its uses.

VILLAGE BARN - from Village Barn in Greenwich Village, WNBT to E Net; 9:30-10 Thurs; SUSTAINING; Talent from the Barn conduct square dancing, audience participation, and introduce outside talent in a general variety show; PACKAGER - Village Barn & NBC; PRODUCER - Don Hillman; REHEARSAL - 1hr dry, 1 cam; AVAILABLE-app $2500;DEPARTS-9/15.

WPIX

ART FORD'S SATURDAY NIGHT - on WPIX; local; 11-12pm Saturdays; Variety revue with Art Ford playing telegraphed requests shown on screen as they come in; with singers Toni Arden & Richard Hayes, dancer Baby Lawrence, Joe Bushkin Orch. & guests; SPONSORS - (Participating)-Miami Pkg. Co for Shrimp-A-Hoy thru Morris Scheck Adv; Princess Eve Cigarette Holder thru Paul Smith; Sunday News; Metropole Washers thru W.B. Doner;DIRECTOR - Clay Yurdin,PIX; PRODUCER - Ernest Anderson; CASTING - Yurdin; AVAILABLE - approx $1500 incl. time; $100 per participation; ON THE AIR - May 28, 1949.

ENCHANTED STRINGS - on WPIX; local; 8-8:30pm Mondays; except when "Theatre Time" is scheduled; musical variety show with Ving Merlin Orch, singer Gail Meredith, Elaine Dunn dancers; PRODUCER-DIRECTOR - Clay Yurdin,PIX; CASTING - Warren Wade, PIX; REHEARSAL - 2hrs dry, 1 cam; AVAILABLE-$1440 incl. time.

add to CBS

TED STEELE SHOW - from WCBS-TV; local; 7:15-7:30pm Mon-Fri; All-request musical with informal chatter; SPONSORS(Participating) - Wonder Bread (Ted Bates) & Stopette Deoderant (Earl Ludgin-Chi); PRODUCER-DIRECTOR-Ken Redford,CBS; ON THE AIR-July 11,1949.

WHITEMAN'S TV TEEN CLUB - See ABC Talent Shows.

TALENT SHOWS

ABC

HOLLYWOOD SCREEN TEST - See Dramatic Shows.

THE MUSIC ROOM - See Musical Variety Shows.

WHITEMAN'S TV TEEN CLUB - from WFIL-TV Philadelphia to E & MW Nets; SUSTAINING; Paul Whiteman and his daughter Margo, MC teen-age variety talent at the Phila. Arena; acts are judged by a jury of 12 teen-agers; chorus of 150 voices led by Skippy Dawson; PRODUCER - Jack Steck; DIRECTOR - Herb Horton; SCRIPTS - Ben Martin; ACTIVITIES DIRECTOR - Al Wistert; AVAILABLE - approx $8000 with 4 hrs on camera.

CBS

WINSTON'S TELEFINDS OF 1949 on WCBS-TV; local; 11-11:30pm Wednesdays; MC Bill Berns presents new talent of tomorrow winners from local theatres; awards made to further careers of winners-scholarship type prizes; SPONSOR - Winston TV Stores of Brooklyn; AGENCY - Sternfield-Godley; PACKAGER - Scheck, Dahlman & Black of United Prods; CASTING - Scheck & Black; WRITER - Jess Marks,United; MUSIC - Nat Harvey; COMMERCIALS - live; beginning, middle & end; by Berns & The Pastels.

DUMONT

ORIGINAL AMATEUR HOUR - from WABD, Adelphi Theatre, to E & MW Nets; 7-8pm Sundays; will switch to NBC Oct.4; 10-11pm Tuesdays; MC Ted Mack introduces variety acts using original Major Bowes format; winner brought back following week; 3-time winners compete in end of year run-off; scholarship prize for winner; SPONSOR - Old Gold; AGENCY - Lennen & Mitchell; PACKAGER - Reemack Prods; PRODUCER - Lou Goldberg, Reemack; DIRECTOR - Wanda Ellis,Reemack; SUPERVISOR - Larry Holcomb,L&M; CASTING - Wanda Ellis, Lloyd Marks-527 5th Ave; COMMERCIALS - live; ANNOUNCER - Dennis James;PROD.-app $3500.

WPIX

FOUR STAR SHOWCASE - on WPIX; local; 8-9pm Saturdays; from Barbizon Plaza Theatre; A variety talent show that features singer Gail Meredith, Model Lola Montez, the Jerry Jerome Quintet & guests; SPONSOR - (Participating)-Oldsmobile thru D.P.Brother;DIRECTOR - Cledge Roberts,PIX; PRODUCER - Ed Sullivan; CASTING - Warren Wade,PIX; ANNOUNCER-MC - John Tillman,PIX; AVAILABLE - approx $2000 per hr, approx $1100 per ½hr, $250 per participating spot; all prices include time.

INTERVIEW & EXPOSITION SHOWS

ABC

CRUSADE IN EUROPE - from WJZ-TV to 33 Sta. E & MW Nets; 9-9:25pm Thursdays;Documentary series on film of Eisenhower book, compiled and edited by March of Time with 20th Century-Fox; PACKAGER - March Of Time; PRODUCER - Richard DeRochemont; EDITOR-Arthur Tourtellot; TV ADAPTOR - Fred Feldkamp; NARRATOR - Hugh James; MUSIC - U.S. Military Academy Choir; Eisenhower quotes by Maurice Joyce; RATING - 6 City Pulse 22.0(7).

THE ENCHANTED ROAD - on WJZ-TV; local; 7:30-8pm Tuesdays; Series of film travelogues written and photographed by Austen West for TV; ADAPTOR - Roderick MacLeish; SUPERVISOR - Nat Fowler,ABC; NARRATOR - Gene Hamilton,ABC.

KIERAN'S KALEIDOSCOPE - on WJZ-TV; local; 7:45-8pm Wednesdays; John Kieran in a nature series produced on film by Int'l Tele-Film; PRODUCER - Paul F. Moss; ON THE AIR-March 14, 1949; 6 City Pulse-4.6; AVAILABLE - $250 Net.

ABC

SHIP'S REPORTER - on WJZ-TV; local; 7-7:15pm Tues,Thurs,Sat; SUSTAINING; Jack Mangan interviews celebrities on ships (Tues,Sat), on planes at LaGuardia (Thrs); filmed on 16mm by Int'l TV Guild; AVAILABLE - $200 per participation; also shown in Chi, Buff, Cinci, Det, Columbus, Washington; RATING - 6 City Pulse 3.7.

PHOTOPLAY TIME WITH WENDY BARRIE - from WJZ-TV to E & MW Nets; 9-9:30pm Wednesdays; SUSTAINING; Wendy Barrie interviews Hollywood star, introduces two promising performers; PACKAGER - World Video; PRODUCER-WRITER - Perry Lafferty, World Video; DIRECTOR-Tom DeHuff,ABC; ON THE AIR - September 7.

SCIENCE CIRCUS - from WENR Chicago to E & MW Nets; 9-9:30pm Mondays; SUSTAINING; Show features humorous but authentic demonstrations of scientific phenomena by Bob Brown; DIRECTOR - Greg Garrison, WENR; ON THE AIR - July 4, 1949.

THE FITZGERALDS - on WJZ-TV; local; 7:15-7:30pm Wed & Thurs: 7-7:30pm Fridays; Show has Ed, Pegeen and guests in interview-discussion; Participating sponsors - Sach's Quality Stores, Chevrolet, Acro TV Table, Journal-American; DIRECTOR - Sean Dillon, ABC; COMMERCIALS - live; AVAILABLE - $200 per participation.

CBS

CANDID CAMERA - from WCBS-TV to E & MW Nets; 9-9:30pm Mondays; Allen Funt's candid film sequences with celebrity guests & the "unaware" participants of the film; SPONSOR - Philip Morris Cigarettes; AGENCY - Biow; PRODUCER - Allen Funt; DIRECTOR-John Peyser,CBS; SETS - Gil Hancocks,CBS; COMMERCIALS - Unrehearsed candid films shot by Allen Funt with commercials by participants; ON THE AIR - Sept.12; DEPARTED NBC-Aug.18.

IN THE FIRST PERSON - from WCBS-TV to E & MW Nets; 7:30-7:45pm Saturdays; SUSTAINING; Quincy Howe interviews authors of recent best sellers in a literary corner format; PRODUCER-DIRECTOR-John Peyser,CBS; AVAILABLE - $925; REHEARSAL - ½hr camera.

WE THE PEOPLE - from WCBS-TV to E & MW Nets; Kinesc; 9-9:30pm ; Tuesdays; Simulcast with MC Dan Seymour interviewing interesting guests; film clips used for visual story; SPONSOR - Gulf Oil; AGENCY - Young & Rubicam; SUPERVISOR - Lindsay MacHarrie,Y&R;PRODUCER - James Sheldon,Y&R; WRITER-EDITOR - Leonard Safir,Y&R; RESEARCH - Ed Frank; FILM SUPERVISOR - Larry Roemer, Y&R; MUSIC - Oscar Bradley Orch; COMMERCIALS - live; REHEARSAL - 5 hrs dry, 5 camera; RATING - 6 City Pulse 11.6.

DUMONT

JACK EIGEN SHOW - on WABD; local; 7:45-8pm Thursdays; Eigen works from a nightclub set, interviews personalities, introduces a "Glamour Girl Of the Week," gives show business news; SPONSOR - Doeskin Tissues; AGENCY - Federal; SUPERVISOR - Francis Barton, Federal; PACKAGER - Wilbur Stark-Jerry Layton; DIRECTOR - Pat Fay,DuM; REHEARSAL-1 hr dry, 1 hr camera; COMMERCIALS - Cartoon opening by Fletcher Smith; live-middle and close with Eigen and Doeskin girl; began sponsorship April 7, 1949.

KEY TO THE MISSING - from WABD to E & MW Nets; 9:30-10pm Fridays; Archdale Jones interviews people in search for lost relatives; DIRECTOR - David Lowe, DuM; REHEARSAL-2 hrs dry, 2 hrs camera; ON THE AIR - Fall 1948.

MANHATTAN SPOTLIGHT - on WABD; local; 7:30-7:45pm Mon,Tues,Wed,Fri; SUSTAINING; Chuck Tranum interviews personalities using props & visual aids to illustrate commentary; PRODUCER-Verne Tranum; DIRECTOR-Pat Fay,DuM; AVAILABLE-app $200 per, $500 for five.

MAN ON THE STREET - on WABD; local; 1:30-1:45pm Mon-Fri; SUSTAINING; Dan Peterson interviews people at 53rd St & Madison Ave; DIRECTOR-Dick Sandwick,DuM;ON THE AIR-Nov'48.

BELIEVE IT OR NOT - from WNBT to E Net; 10-10:30pm Wednesdays; SUSTAINING; MC Robert St. John with assist Li Ling Ai interviews personalities & professional actors dramatize 5 minute historical sequences; PACKAGER - Douglas Storer; PRODUCER-Jack Hurdle for Storer, Geo.MacGarrett,NBC; DIRECTOR - Richard Goode,NBC; CASTING - Bill Kaufman at NBC; SETS - Don Pike,NBC; WRITER - Wm Alley; ANNOUNCER - Fritz DeWild; ON THE AIR - March 1949; RATING - 6 City Pulse: 8.1; AVAILABLE - $6375.

NATURE OF THINGS - from WPTZ Phila to E Net; 7:30-7:45pm Saturdays; SUSTAINING; Dr. Roy K. Marshall in practical scientific demonstrations, using lab equipt., drawings, etc.

TEACHING BY TELEVISION - from WNBT to Phila & Wash only; 9:30-10:30 am Sat. & Sun; a research experiment from US Navy Special Devices Center, Pt. Washington, L.I., to the Naval Reserve classrooms; PRODUCER-DIRECTOR - Art Hungerford at the Center; ON - July

THEATRE OF THE MIND - from WNBT to E Net; goes off Sept 15; 9-9:30pm Thursdays; dramatized case histories of neurotic problems, later analyzed by guest panel of 3; PACKAGER - Ann Marloew; PRODUCERS - M. Glaubman, Marjorie Sloan; DIRECTOR - Delbert Mann, NBC; MODERATOR - Dr. Houston Peterson; ON THE AIR - July 1949; RATING - 6CtyPul-13.6

WPIX

CITY HALL - on WPIX, local; 7:45-8pm Saturdays; John Crosson of the Daily News interviews city officials & comments on municipal gov't; DIRECTOR - Peggy Gannon,WPIX; ON THE AIR - March 1949; PRODUCTION - approx $500; SPONSOR - Uniform Fireman's Assoc.

HOLLYWOOD IN NEW YORK - on WPIX, local; 8-8:15pm Thursday; SUSTAINING; Lois Wilson reads reviews and chats with movie guests; DIRECTOR - Clay Yurdin,WPIX; ON THE AIR - February 1949; AVAILABLE - $500 (inc time) or $150 per participation.

LITTLE OLD NEW YORK - on WPIX local; 7:30-8pm Mondays; Ed Sullivan interviews human interest personalities; PARTIC SPONSOR - Pall Malls (SSC&B); DIRECTOR-Cledge Roberts, WPIX; MUSIC - Lou Ames; AVAILABLE - approx $1125; Participating - $250 (inc. time)

THIS IS YOUR CITY - on WPIX local; 8:15-9pm alternate Thursdays; civic programs prepared by the NYC Television Unit on Film; DIRECTOR - Clifford Evans.

WHAT'S YOUR PROBLEM - on WPIX local; 10-10:30pm Sundays; SUSTAINING; John J. Anthony and "jury" advise on problems of 4 or 5 people; PACKAGER - Chick Vincent-Jerry Law; DIRECTOR - Cledge Roberts, WPIX; ON THE AIR - July,1949; AVAILABLE - $970.

QUIZ-GAME SHOWS

ABC

BLIND DATE - from WJZ-TV to 12 Sta on E & MW Nets, plus kinesc; 9:30-10pm Thursdays; Arlene Francis "blind dates" college men and young women, separating them by a giant heart on stage; PACKAGER - Bernard Schubert; PRODUCER - Dick Lewis for Schubert; DIRECTOR - Fred Carr, ABC; CASTING - Lewis; MUSIC - Abe Osser's Orch; ANNOUNCER - Walter Herlihy; SUSTAINING; ON THE AIR - May 1949; RATING - 15.6; AVAILABLE-$4000

A COUPLE OF JOES - on WJZ-TV local; 10:05-11pm Fridays; giveaway quiz plus musical numbers and games with viewers conducted by "Big Joe" Rosenfield, with Joe Bushkin Orch and singer Joan Barton, also Morgan,a dog; PARTIC SPONSOR - Blatz Beer; AGENCY - Kastor, Farrell, Chesley & Clifford; PACKAGER - World Video; PRODUCER - Oliver W. Nicoll for World Video; DIRECTOR - Dwight Hemion,ABC; ON THE AIR - Aug 1949; SETS - McNaughton,ABC; AVAILABLE - Spots at $175 per.

DIRECTORY on Page 3 lists addresses and telephones for all firms mentioned in these pages. An ALPHABETICAL LISTING of all programs herein may be found on the last page.

ABC (more)

BREAK THE BANK - from WJZ-TV to E & MW Nets; 9-9:30pm Fridays; Audience participation quiz with amount of contestants' winnings added to $1000 bank; MC Bert Parks, Peter Van Steeden Orch, the Song Spinners; SPONSOR - Bristol-Myers (Vitalis & Ipana);AGENCY-Doherty,Clifford & Shenfield; SUPERVISOR - Chester McCracken; PACKAGER - Ed Wolf Productions; DIRECTOR - Jack Rubin for Wolf, Marshall Diskin,ABC; WRITERS - Herb Wolf, Joseph N. Kane; PUBLICITY - Edwin Lee; COMMERCIALS - Bud Collyer talks over film strips made by Ted Nemeth showing closeup of products; PRODUCTION - approx $5500 for AM & TV; RATING - 6 City Pulse: 20.8 (8th). Moves to NBC 10-10:30pm Fridays, Oct. 5

CELEBRITY TIME - from WJZ-TV to 18 Sta E & MW Nets; 10-10:30pm Sundays; Panel quiz with moderator Conrad Nagel, Ilka Chase, John Daly & two celebrity guests who identify film clips(made by Universal),with prize money donated to charity; SPONSOR - B.F. Goodrich Rubber; AGENCY - BBD&O; SUPERVISOR - Larry Algeo; PACKAGER - World Video; PRODUCER - Perry Lafferty,WV; DIRECTOR - Tom DeHuff,ABC; WRITER - Leon Rogow of Universal; CASTING - Henry White,WV; COMMERCIALS - Film clips (2) demonstrating product; ANNOUNCER - Bill Hamilton; PRODUCTION - approx $3500; RATING - 6 City Pulse: 12.4

MAJORITY RULES - from WENR-TV Chicago to E & MW Nets; 8-8:30pm EDT Fridays; panel quiz with celebrities. Details in following issues. ON THE AIR - Sept 9, 1949.

FUN FOR THE MONEY - from WENR-TV to E & MW Nets; 9:30-10pm EDT Fridays; audience participation quiz with MC Johnny Olsen in a nine-inning baseball game format with high scoring contestant earning a chance at a jackpot. SPONSOR - Int'l Cellucotton(Kleenex) AGENCY - Foote,Cone & Belding); PACKAGER - James Saphier; PRODUCER - Steve Hatos; DIRECTOR - Ed Skotch,WENR; ON THE AIR - June,1949; RATING - 6City Pulse - 13.3

STOP THE MUSIC - from WJZ-TV to E & MW Nets; 8-9pm Thursdays; Giveaway show with MC Bert Parks calling viewers to identify "mystery melody" and other song titles enacted or sung by Betty Ann Grove, Estelle Loring, Jimmy Blaine & variety acts; not a simulcast; SPONSORS - Admiral Appliances (1st half) & Old Gold (2nd half); AGENCIES - for Admiral - Kudner, for Old Gold - Lennen & Mitchell; PACKAGER - Louis G. Cowan & Mark Goodson; SUPERVISORS - Alfred Hollander,Cowan; Bunny Coughlin,Kudner; Larry Holcomb, L&M; PRODUCER - C.Henderson for Cowan; staged by Mitzi Mayfair for Cowan; ANNOUNCERS-Paul Luther & Ken Williams; CHOREOGRAPHY - Tony Charmoli; MUSIC - Harry Salter Orch; COMMERCIALS - Admiral's are live-integrated demonstrations; Old Gold uses its dancing cigarette packages at middle break with live announcements at beginning and close also; ON THE AIR - May 1949; PRODUCTION - approx $4750 per ½hr; RATING - 6 City Pulse:28.7

TV TELEPHONE QUIZ - see WOMEN'S PROGRAMS.

THINK FAST - from WJZ-TV to E & MW Nets; 8:30-9pm Fridays; SUSTAINING; Mason Gross with panel of four and celebrity guests like Leon Janney, Eloise McElhone who challenge each other with quiz questions in an effort to ascend a "throne" - a mental king of the hill; PACKAGER - Robert Jennings; DIRECTOR - Charles Harrell,ABC; CASTING - Jennings; ON THE AIR - March 1949; AVAILABLE - $1520 with 1 hr camera rehearsal.

CBS

IT PAYS TO BE IGNORANT - from WCBS-TV to E & MW Nets; 8:30-9pm Mondays; zany quiz with Tom Howard, George Shelton, Lulu McConnell, Harry McNaughton & audience participants, plus Townsmen Quartet & Four Clefs instrumentalists; SUSTAINING; PACKAGER - Tom Howard DIRECTOR - Ken Redford,CBS; WRITER - Ruth Howard; MUSIC - Tom Howard Jr; REHEARSAL-1hr dry,2 camera; ON THE AIR - June 1949; AVAILABLE - approx $6500; RATING -6Cty:13.5

Starting with our October Monthly Issue, we will break down Audience Participation & Panel-Game programs into two separate categories.

CBS (more)

WINNER TAKE ALL - on WCBS-TV local; 8-8:30pm Saturdays; Audience Participation with MC Bud Collyer in quiz contest with champ-challenger format; champs held over until defeated; variety acts and models are used; SPONSOR - NYC Chevrolet dealers; AGENCY - Campbell-Ewald; PACKAGERS - Bill Todman & Mark Goodson; SUPERVISOR - Alice Polver, C-E; PRODUCER - Gil Fates, CBS; DIRECTOR - Alex Leftwich,CBS; SETS - Mason Arvold; COMMERCIALS - live and film; two Chevrolet girls bring out the contestants' prizes; animated film commercials are based on dealer service,also straight film spots; ANNOUNCER - Bern Bennett; WRITER - Ray Mauer; PRODUCTION - approx $2500.

DuMONT

HEADLINE CLUES - see NEWS PROGRAMS

SPIN THE PICTURE - from WABD to 7 Sta E & MW Nets; 8-9pm Saturdays; SUSTAINING; Mc's Kathi Norris & Carl Caruso stage dramatic sketches, skits & cartoons etc. with Gordon Dilworth songs and Jerry Shard Quartet, and then call viewers to identify, with the answer netting $2000 in prizes plus weekly added $1000; PACKAGER - Wilbur Stark & Jerry Layton; DIRECTOR - David Lowe,DuM; AVAILABLE - $3600; $2150 per ½hr; $1400,¼hr RATING - 6 City Pulse: 6.1; ON THE AIR - Spring, 1949.

NBC

THE QUIZ KIDS - from WNBQ Chicago to E & MW Nets; 10-10:30pm EDT Mondays - new time starting Sept. 12 when show picks up SPONSOR - Alka-Seltzer; same format as the Radio show, with Joe Kelly and the same kids; DIRECTOR John Lewellen; RATING - 11.6; ON-June

RFD AMERICA - from WNBQ Chicago to E & MW Nets; 8-8:30pm Thursdays; SUSTAINING; with MC Bob Murphy and 3 guests per show in farm demonstrations and quiz; formerly aired locally in Chicago; PACKAGER - Louis G. Cowan; DIRECTORS - John Lewellen for Cowan, Don Meier,WNBQ; ANNOUNCER - Norman Barry; ON THE AIR - Summer 1949; RATING - 6Cty: 6.3

SAY IT WITH ACTING - on WNBT local; 6:30-7pm Sundays; casts of two B'way shows play charades, with winning cast held over; SPONSOR - J.B.Williams Shave Cream & Aqua Velva AGENCY - J.Walter Thompson; PACKAGER - West Hooker; PRODUCER - Keith Thomas for Hooker DIRECTOR - Buz Kulik, JWT; MC - Bill Berns; COMMERCIALS - Berns gives product to the contestants, also Lionel Ricau talks over flip cards; PRODUCTION - approx $1000.

WHO SAID THAT - from WNBT to E & MW Nets & Kinesc; 9-9:30pm Saturdays; SUSTAINING temporarily; Crosley Appliances renews on Oct. 8; AGENCY - Benton & Bowles; MC Bob Trout puts quotes to panel comprised of John Cameron Swayze & 3 guests; sound is tape recorded for the AM show; PRODUCER-DIRECTOR - Fred Friendly,NBC; WRITER - Friendly; ANNOUNCER - Bill Cochran; PRODUCTION - approx $2500; ON THE AIR - Feb.1949; RATING - 8.0

WPIX

THE BOB DUNN SHOW - on WPIX local; 7:30-8pm Thursdays; replaced Rube Goldberg on September 8th; same format - audience sends in ideas to be drawn and guessed by a celebrity panel; SPONSORS - participating: Savarin Coffee(S.A. Schonbrun Co), Pall Malls (SSC&B), Beatty Jet Lighter (John B. Cairns); PACKAGER - Kermit Schafer; DIRECTOR - Cledge Roberts, WPIX; REHEARSAL - 45mins on camera; ON THE AIR - June 1948.

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* ADD to MUSICAL VARIETY - NBC - P.9 -- SUNDAY DATE - 7:15-7:30pm Sundays; replaces "Musical Miniatures"; from WNBW Washington to E & MW Networks; features baritone Gene Archer, singer Jeanne Warner, & Cliff instrumental quartet; PRODUCER-DIR - R. Blum,NBC

PANELS & FORUMS

ABC

ON TRIAL - from WJZ-TV to E & MW Nets; 7:30-8pm Fridays; SUSTAINING; Two lawyers and 2 witnesses debate a topic of current interest in a courtroom scene presided over by a prominent judge; PRODUCER - ABC Public Affairs Dept; DIRECTOR - Charles Powers,ABC; EDITOR - David Levitan, in cooperation with NY Bar Assoc; AVAILABLE - approx $3000; REHEARSAL - 45 min camera; RATING - 6 City Pulse 5.3.

CBS

PEOPLE'S PLATFORM - from WCBS-TV to 30 Sta. E & MW Nets plus Kinesc; 10-10:30pm Fri; SUSTAINING until Oct 7; SPONSOR - Household Finance Corp; AGENCY - LeValley(Chicago); Opens with 2 minute dramatic sketch by young couple who introduce problem; then a 5 film with questions of the "average citizen," filmed by CBS; followed by debate between two guests with moderator Charles Collingwood,CBS; PRODUCER - Leon Levine, CBS; DIRECTOR - John Peyser, CBS; WRITER - Marsha Durant; RATING - 6 City Pulse 7.7; ON THE AIR - August 1948.

DUMONT

COURT OF CURRENT ISSUES - from WABD to 8 Sta. E & MW Nets; 8-9pm Tues; SUSTAINING; Discussion of current affairs with prominent people playing court roles in a courtroom setting; jury made up of civic group, vote at close; PACKAGER-PRODUCER - Irvin P. Sulds; DIRECTOR - David Lowe, DuM; AVAILABLE - approx $1500.

NBC

LEAVE IT TO THE GIRLS - from WNBT to E Net; 8:30-9pm Sundays; SUSTAINING; Moderator Maggi McNellis and panel of females in verbal battle of sexes with one male guest; PACKAGER-PRODUCER - Martha Rountree; Ass't - Joan Sinclaire; DIRECTOR - Craig Allen, NBC; AVAILABLE - approx $3500; RATING - 6 City Pulse 7.2; ON THE AIR - April 1949.

MEET THE PRESS-from WNBW Wash & occasionally from WNBT to E Net; 10-10:30pm Sat; SUSTAINING; With Martha Rountree as moderator, four guest newsmen conduct press conference with prominent guest; PACKAGER-PRODUCER - Martha Rountree; DIRECTOR - Charles Christensen, WNBW; AVAILABLE - approx $3000.

MEET YOUR CONGRESS - from WNBW Washington to E Net; 8-8:30pm Saturdays; SUSTAINING; Moderator Blairy Moody with guest speakers; ON THE AIR - March 1949.

WPIX

VOICE OF THE PEOPLE - on WPIX; local; 7-8:30pm Sundays; SUSTAINING; Moderator Lowell Limpus presides over panel of guests and jury of people who have written best letters to "Voice Of the People" column in The News; PACKAGER - WPIX; DIRECTOR - Alex Courtney, PIX; AVAILABLE - approx $1400 incl time.

RELIGIOUS PROGRAMS

ABC

STAINED GLASS WINDOWS - from WJZ-TV; local; 7-7:30 Sundays; Films on the work of missionaries in various parts of the world; supplied by Joint Radio-Television Comm; SUPERVISOR - Everett Parker, Religious Comm; FILM PROCUREMENT - Nat Fowler, ABC.

DUMONT

MORNING CHAPEL - on WABD; local; 10:30-10:45am Mon-Fri; Devotional services of different faiths from studio chapel; produced in cooperation with the Federated Council Of Churches of America, and other religious organizations; DIRECTOR-William Marceau,DuM.

WPIX

TELEVISION CHAPEL - on WPIX; local; 6-6:30pm Sundays; Alternating Protestant, Jewish, and Catholic services; DIRECTOR - Jack Balch, PIX.

FASHION - WOMEN'S - HOW TO SHOWS

ABC

MARKET MELODIES - on WJZ-TV; local; 2-4pm Tuesdays thru Fridays; 10-Noon Saturdays; MCs Anne Russell & Walter Herlihy in home economic series which features household hints, daily cooking demonstrations in a practical kitchen, interviews & guests; PACKAGER - Modell-Harbuck Inc; DIRECTOR - Court Steen,ABC; PRODUCER - Arthur Modell; AVAILABLE - $120 per participating spot; ON THE AIR - May 1949.

TELEVISION TELEPHONE QUIZ - on WJZ-TV; local; 4-4:30pm Tue-Fri; 12-12:30pm Sat; Quiz with viewers matching telephone or social security numbers against key letters WJZ-TV; 350-400 prizes offered daily; Participating Sponsors - Swift's Peanut Butter (JWT), Ida May Fudge, and Int'l Latex; PACKAGER - Harry S. Goodman Prods; DIRECTOR - Dwight Hemion, ABC; MC'S - Durward Kirby, Toby Deane; PRODUCER-WRITER - Paul Alter;AVAILABLE- $65 franchise, $325 per wk for 5 spots; room for 8 partic. sponsors; ON AIR-May 1949.

CBS

CLASSIFIED COLUMN - on WCBS-TV; local; 4:45-5pm Mon-Fri; Paul de Fur & Joan Dunn show products, gadgets, ideas to simplify homemaking & encourage better living; SPONSOR - (Participating) - Ward Baking Co; AGENCY - J.Walter Thompson; Participating Spot - $130 per; REHEARSAL - ½hr dry, ½ cam; DIRECTOR - Frances Buss, CBS.

DIONE LUCAS COOKING SCHOOL - from WCBS-TV to E & MW Nets; 8-8:30pm Mondays; Dione Lucas from a kitchen set gives cooking demonstrations; SPONSORS - Wine Advisory Bd, 1st half; Scott Paper Co, 2nd half; AGENCY - J.Walter Thompson; PRODUCER - Fielder Cooke,JWT; DIRECTOR - Frances Buss, CBS; REHEARSAL - 1 hr camera; PRODUCTION-app $1400; COMMERCIALS - live integrated into demonstration; film-for Scott Paper; RATING - 6 City Pulse 4.4.

VANITY FAIR - from WCBS-TV to E & MW Nets; 5-5:30pm Mon-Fri; Woman's show on homemaking, fashion, politics, decorating, hobbies, etc. features MC Dorothy Doan & guests; SPONSORS (Participating) - Maiden Form Brassiere, Robeson Cutlery, Air Wick; PRODUCER-Gil Fates, CBS; DIRECTOR - Frances Buss, CBS; AVAILABLE - $300 per participation.

DUMONT

MAXINE BARRATT'S "AND EVERYTHING NICE" - on WABD; local; 8-8:30pm Thursdays; SUSTAINING; Maxine Barratt discusses fashion with prominent people of the fashion & entertainment world; uses Conover Career Girls models,a talking dummy; PACKAGER - Bob Loewi, DuM; DIRECTOR - Loewi; Ass't-Lee Klein; AVAILABLE - $1500; REHEARSAL - 1hr dry, 1½hrs cam; CASTING - Lee Klein, DuM; ON THE AIR - Nov 1948.

OKAY MOTHER - on WABD; local; 1-1:30pm Mon-Fri; MC Dennis James in a female audience participation show; SPONSOR - Sterling Drug Co; AGENCY - Dancer-Fitzgerald-Sample; SUPERVISOR - George Tormey, DFS; DIRECTOR - Lou Sposa, DuM; COMMERCIALS - live integrated; cards & slides for Phillips Milk of Magnesia, Bayer Aspirin, Lyons Toothpaste.

RUMPUS ROOM - from WABD to E Net; 12:30-1pm Mon-Fri; SUSTAINING; Johnny Olsen and Penny Olsen conduct games with prizes for women; DIRECTOR - Jack Rayel, DuM;AVAILABLE- approx $500 week.

DUMONT

YOUR TELEVISION SHOPPER - on WABD; local; 11-12pm Mon-Fri; Demonstration of new products by Kathi Norris & Rita Broune, with guests; 11 Participating Sponsors; PACKAGER-Wilbur Stark-Jerry Layton; DIRECTOR - Byron McKinney, DuM; AVAILABLE - approx $3000 five times locally, $85 per participation.

NEEDLE SHOP on WABD; local; 1:45-2pm; Mon-Fri; SUSTAINING; Alice Burrows teaches from a sewing room set; DIRECTOR - Byron McKinney, DuM; AVAILABLE-$75 per show;ON AIR-Nov48.

WPIX

TO THE LADIES - on WPIX; local; 4:30-5pm Thursdays; Woman's program features tennis star Sarah Palfrey, singer Harvey Harding, handwriting analyst Shirley Spencer, and guest specialists; PRODUCER - Warren Wade, PIX; DIRECTOR - Ed Stasheff, PIX; AVAILABLE-$90 per one minute participation; ANNOUNCER - John Tillman; ON THE AIR - August 1949.

FILM FEATURES

ABC

FILM DEPARTMENT HEAD - Nat Fowler - 7 W.66th Street - TRafalgar 3-7000

Mon. - 7-7:15pm Serial
7:15-7:30 This & That
7:30-8:30 Western Feature
8:30-8:45 Industries For America
8:45-9 Fitzpatrick Traveltalks

Tues. - 7:15-7:30 Other Lands-Oth.People
7:30-8 Enchanted Road
8-9:30 Double Feature

Wed. - 7:45-8pm Kieran's Kaleidoscope

Thur. - 6:45-7 TV Tot's Time
7:30-8 Films of the Unusual
9-9:25 Crusade In Europe
9:25-9:30 Pal Headliner

Sat. - 7-7:15 Ship's Reporter
7:15-7:30 Top Views In Sports
9-10 Feature Film

Sun. - 8-8:30 Film Shorts
9-9:30 Documentary Films

NBC

FILM DEPARTMENT HEAD - Russ Johnston, Asst.Ray Kelly;J. Cron, B. Jarvis; CI 7-8300

Tues. - 8-9pm Feature Film

Fri. - 6-6:30 Serial
8-9 Hopalong Cassidy

Sun. - 5:15-6:15pm Hopalong Cassidy

CBS

FILM DEPARTMENT HEAD - Grant Theis, Asst. Tom McAndres; 15 Vanderbilt Ave. Pl 5-2000

Mon.-Fri.5:30-6:30 Chuck Wagon

Tues. -8-9pm Film Theatre

Thur. -9-10pm Film Theatre

Fri. - 8:30-10pm Film Theatre

Sat. - 8:50-10:15pm Premiere Playhouse

Sun. - 6-7pm Chuck Wagon
9-10pm Film Theatre

WPIX

FILM DEPARTMENT HEAD - Ed Evans, Asst. Robert Noack; 220 E. 42nd St. - MU 2-1234

Sun. - 7:30-9pm *Feature Film

Mon.-Sat. 5:30-6:30 Six Gun Playhouse

Tues. - 6:40-7:15 *Film Museum
7:20-9pm *Feature Film

Wed. - 6:40-7:15pm Western Serial
7:20-9pm *Feature Film

Thur. - 8:15-8:45 (every-other-Thursday) Mystery Serial & Short

Fri. - 8-9pm **Film Theatre

* All feature films open to participation at $150 per.
**$175 per participation.

ABC

NEWS OF THE HOUR - on WJZ-TV; local; 5 minute summary printed on cellophane and projected in word form at 175 words per minute; United Press News used with slides and voice; at 12, 1, 1:55 Monday thru Friday.

PAL HEADLINER - from WJZ-TV to 24 Sta. E & MW Nets; 9:25-9:30pm Thursdays; SPONSOR - Pal Razor Blades; AGENCY - Al Paul Lefton; films cover highlight news story of the week; NARRATOR - Ed Thorgerson; PACKAGER - Fox Movietone; ON THE AIR - May 1949.

CBS

TELEVISION NEWS - from WCBS-TV to 11 Sta. E & MW Nets; 7:30-7:45pm Mon-Fri;Commentator Doug Edwards uses stills, movie strips, charts, & interviews for daily news coverage; uses AP, UP, INS-Telenews; SPONSOR - Oldsmobile on M,W,F; AGENCY - D.P.Brother (Chi); PRODUCER - Edmund Chester,CBS; DIRECTOR - Don Hewitt,CBS; EDITOR-IN-CHIEF - Wells Church,CBS; AVAILABLE - $3140 for Tuesdays and Thursdays; RATING-6 City Pulse 4.7.

TELENEWS DAILY - on WCBS-TV; local; 10 minutes before end of transmission; Mon-Fri; News film clips with CBS Staff Announcer; PACKAGER - Telenews; SALES MGR. - Charles Burris, Telenews; PRODUCER - Edmund Chester,CBS; DIRECTOR - Ted Marvel, CBS; AVAILABLE - approx $1000 per week.

THIS WEEK IN REVIEW - from WCBS-TV to 6 Sta. E Net; 10-10:15pm Sundays; SUSTAINING; Arthur Hannes reports the news over film clips; PRODUCER - Edmund Chester,CBS; DIRECTOR - Ted Marvel,CBS; AVAILABLE - approx $750; RATING - 6 City Pulse 7.5.

DUMONT

HEADLINE CLUES - on WABD local; 12:30-1pm Mon-Fri & 8-8:30pm Thursdays; George Putnam.

HERALD TRIBUNE NEWS - from WABD; local; 5 minutes before closing Sun-Sat; Commentator Robert Pfeiffer reports over still pictures; PACKAGER - Herald Tribune; ON AIR-Feb'49

NEWSWEEK VIEWS THE NEWS from WTTG Washington to E Net; 8-8:30pm Mondays; Ernest K. Lindley with other Newsweek columnists and guests discuss the news; PRODUCER - Walter Compton, Newsweek; ON THE AIR - December 1948.

TELENEWS WEEKLY - on WABD; local; 6-6:30pm Sundays; Newsreel reviewing news of the week with narration by Hugh James; PACKAGER - Telenews Prods; SUPERVISOR - Charles Burris, Telenews; AVAILABLE - approx $300.

NBC

CAMEL NEWS CARAVAN - from WNBT to E & MW Nets; 7:45-8pm Mon-Fri; John Cameron Swayze of NBC reports the day's news using filmed segments, charts, and occasional remote pickups with Robert McCormick in Washington & commentators on other network stations; SPONSOR - Camels; AGENCY - William Esty; PRODUCER-DIRECTOR - Clarence Thoman,NBC; NEWS EDITORS - Ralph Peterson, Martin Hoade, Paul Alley,NBC; COMMERCIALS - testimonials & animated films (by Transfilm); PRODUCTION - approx $15,000; 6 Cty Pulse - 8.4.

IT HAPPENED THIS WAY - from WNBT to E & MW Nets; 7:45-8pm Saturdays; SUSTAINING; Leon Pearson in an informal,live summary of the day's news; PRODUCER-DIRECTOR - Martin Hoade,NBC; AVAILABLE - approx $1500.

REVIEW OF THE WEEK - from WNBT to E & MW Nets; 7-7:15pm Sundays; SUSTAINING; Leon Pearson in a live delivery of the news of the week; staff narration behind film clips; PRODUCER-DIRECTOR - Martin Hoade,NBC; WRITTEN & EDITED - NBC News Staff; AVAILABLE - approx $2500; film news coverage by NBC Television Newsreel.

NBC

YESTERDAY'S NEWSREELS - on WNBT; local; 10:30-10:45pm Mon & Wed; Features clips from old newsreels on a variety of subjects; PACKAGER - Frederic Ziv; SUPERVISOR - Herbert Gordon, of Frederic Ziv.

WPIX

NEWS OF THE HOUR-on WPIX; local; 6:30-6:40 Mon thru Sun, and at end of transmission-Mon thru Sun; Announcer John Tillman talks over film strips; SPONSOR - NY Daily News.

TELEPIX - on WPIX; local; 7:15-7:20pm Sunday thru Friday; 10:45-10:50pm Mon thru Fri; 10:30-10:35pm Sundays; With former Police Commissioner Arthur Wallander and staff announcer who comments over PIX newsreel; SPONSOR - Consolidated Edison;AGENCY-BBD&O; Produced by Walter Engles & Staff; DIRECTOR - Howard Heller,PIX;

TELETAPE NEWS - on WPIX; local; news bulletins superimposed on bottom part of the test pattern between 12:30pm and scheduled programs daily; also 3:30-5pm; AVAILABLE - app $60 per hour.

SPORTS REMOTES

ABC

PROFESSIONAL WRESTLING - from WENR Chicago to E & MW Nets; Wednesdays; SPONSOR (Part)-American Shops Inc (Scheer Adv.Newark); PRODUCER - Joe Byrnes, WENR; ANNOUNCER -Wayne Griffin, WENR; AVAILABLE - co-op approx 40% evening hourly rates; 6 Cty Pulse 12.5.

TOMORROW'S CHAMPIONS - from WENR Chicago to E & MW Nets; 10pm-Midnight; Tuesdays; Amateur boxing plus between rounds guest interviews; also viewer-participation quiz with MC Tom Brown awarding jackpot prizes; SPONSOR - Miller Brewing Co. in NY;AGENCY-Kalu-Van Pieterson-Dunlap; PRODUCER - Joe Byrnes,WENR; ANNOUNCER - Bob Elson, WENR; AVAILABLE - 25% of evening hourly rate; RATING - 6 City Pulse 6.9.

CBS

BROOKLYN DODGERS BASEBALL - on WCBS-TV; local; 1:25pm as scheduled by teams; Announcers Red Barber, Connie Desmond & Ernie Harwell in play-by-play description; SPONSOR-F&M Schaefer Brewing Co; AGENCY - BBD&O; SUPERVISOR - Herb West, BBD&O; DIRECTOR - John Derr, CBS; ON THE AIR - April 1949.

DUMONT

BOXING - on WABD; local; 9:30pm Thursdays; SUSTAINING; Dennis James & Sam Laine, from Sunnyside Garden Arena, describe boxing events; AVAILABLE - approx $2750 per night.

NY YANKEES BASEBALL - on WABD; local; as scheduled by team; Announcers Mel Allen, Don Dunphy, Curt Gowdy do commentary; SPONSOR - P.Ballantine & Sons; AGENCY - J.Walter Thompson; DIRECTOR - Harry Coyle,DuM; ON THE AIR - April 1949.

ROBLEE FANFARE - on WABD; local; Stan Lomax interviews players from dug-out 15 min. before Yankee games; SPONSOR - Brown Shoe Co; AGENCY - Leo Burnett; PRODUCER - Jack Burnett; DIRECTOR - Harry Coyle, DuM; ANNOUNCER - Dan Peterson; ON THE AIR-April '49.

NBC

HORSERACING - from WNBT to E Net; 3:30pm Saturdays; from Aqueduct; Clem McCarthy calls the races; Sam Renick interviews winning jockeys, guests; between race interviews by Bill Stern; PRODUCER - Bill Garden.....also on 3-5:30pm Thursdays.

NBC

TROTTING RACES - from WNBT to E Net; 10:20-11:30pm Tuesdays; with Clem McCarthy & Ray Barrett announcing from the Roosevelt Raceway; feature & two other races.

WPIX

BOXING - on WPIX local; 8:45-10:45pm Mondays; from Coney Island Velodrome; SPONSOR - R & H Brewing Co; AGENCY - Paris & Peart; ANNOUNCER - Jack McCarthy; DIRECTOR - Jack Murphy, WPIX; ON THE AIR - June 1949; PRODUCTION - approx $1500.

BOXING - on WPIX local; 9-11pm Saturdays; from Ridgewood Grove with Jack McCarthy.

WRESTLING - on WPIX local; 9-11pm Tuesdays; from Coney Island Velodrome, with Guy Le Bow; SPONSOR - Sunset Appliance Stores.

WRESTLING - on WPIX local; 8:45-10:45pm Thursdays; from Ridgewood Grove, starts Sept 15; with Guy Le Bow; SPONSOR - Ripley Clothes; AGENCY - Bobley.

MIDGET AUTO RACES - on WPIX local; 9-10:45pm Fridays; from Freeport Stadium with Duke Donaldson and Rex Marshall commentators; SPONSOR - Amalie Penna Motor Oil; AGENCY - Hicks & Greist; ON THE AIR - June 1949.

NY GIANTS BASEBALL - on WPIX local; as scheduled by team; SPONSOR - Chesterfield; AGENCY - Newell-Emmett; SUPERVISOR - Randy Dunnell at N-E; DIRECTOR - Jack Murphy; ANNOUNCERS - Russ Hodges, Al Helfer.

add DUMONT

AMATEUR BOXING - from WGN-TV Chicago to E & MW Nets; 10pm Fridays; Harry Greighton.

SPORTS PROGRAMS

CBS

RED BARBER'S CLUBHOUSE - from WCBS-TV to E Net; 6:30-6:45pm Saturdays; SIMULCAST; will be cancelled as of Sept 24 for football; SPONSOR - US Army Recruiting; AGENCY - Gardner; Barber reports on week's major sports events; RATING - 6 City Pulse: 4.0

YOUR SPORTS SPECIAL - from WCBS-TV to E & MW Nets; 7-7:15pm Mon-Fri; SUSTAINING; news interviews and scores with Bob Edge and Van Campen Heilner, who also discuss hunting and fishing and show film; PROD-DIR - John Peyser, CBS; AVAILABLE - $900 per.

NBC

THE PRACTICE TEE - from WNBK Cleveland to E & MW Nets; 7:30-7:45 pm Fridays; goes off Sept 16; Bill Barber, golf pro, instructs pupils; ON THE AIR - August 5.

WPIX

JIMMY POWERS' SPORTS SHOW - on WPIX local; 7:20-7:30pm Thursdays thru Monday; SUSTAINING; sports news and interviews; DIRECTORS - Ray Barrett & Pete Molnar; AVAILABLE- $500 per show or $425 when all five shows are taken; $200 per spot participation.

SPORTS ALBUM - on WPIX local; 5 minute film of baseball greats precedes Giant games; narrated by Bill Slater; SPONSOR - Ruppert Beer; AGENCY - Biow; PACKAGER - Ziv.

SPORT OF CALL - on WPIX local; 2-2:15pm before Giant games & all night games; telephone quiz with Guy Le Bow calling viewers on sports questions; SPONSOR - Sunset Appliances on Sat & Sun; AGENCY - Donahue & Coe; DIRECTORS - Clay Yurdin & Cledge Roberts; AVAILABLE - approx $330 per show.

CHILDREN'S SHOWS

ABC

CARTOON TELETALES - from WJZ-TV to E & MW Nets; 6-6:30pm Sundays; SUSTAINING; Chuck and Jack Luchsinger; former cartoons, latter narrates; PACKAGER - Barry Schlaes; DIRECTOR - Babette Henry, ABC; WRITER - Jack Luchsinger; MUSIC - organist Jack Ward; REHEARSAL - 1 hr camera; AVAILABLE - approx $700; RATING - 6 City Pulse - 6.4

THE OKY DOKY RANCH - from WJZ-TV; 6:45-7pm Tuesdays&Saturdays; SPONSOR - Alberts Boys Store Fifth Avenue; AGENCY - Lou Witt; PACKAGER - TOP Productions; with Burt Hilber Pat Bernard and the Mellodaires in running situation; WRITER - Ruth Roth,TOP; DIRECTORS - Fred Carr,ABC, Ray Nelson,TOP; CASTING - Ruth Roth; AVAILABLE - $200 partic.

SINGING LADY - from WJZ to 13 Sta E&MW Nets; 6:30-7pm Sundays; Ireene Wicker tells stories to kids on stage while Suzari marionettes enact them; SPONSORS - Kelloggs Corn Soya & Shredded Wheat; AGENCY - N.W. Ayer; PACKAGER - Blair Walliser; DIRECTOR-Chuck Bishop,ABC; SUPERVISOR - Henry Hull of Ayer; WRITER - Ireene Wicker; MUSIC - Alan Grant; COMMERCIALS - live and on film strips; costumed Bob Dixon either talks over strips or introduces "magic trick" short; RATING - 6 City Pulse - 7.1

SUPER CIRCUS - from WENR-TV Chicago to E&MW Nets; 5-6pm Sundays; SPONSORS - Canada Dry (1st half) AGENCY - J.M.Mathes; Derby Foods' Peter Pan Peanut Butter,(2nd half) AGENCY - Needham, Lewis & Brorby in Chicago; with circus and variety acts for children; ringmaster - Claude Kirschner, clown - Cliff Soubier; Mary Hartline & band; PRODUCER - Phil Patton; DIRECTOR - Greg Garrison; WRITER - Nancy Goodwin; ON THE AIR-Feb 1949; PRODUCTION - approx $3500; RATING - 6 City Pulse - 11.7.

CBS

LUCKY PUP - from WCBS-TV to E&MW Nets; 6:30-6:45pm Mon-Fri; the serial adventures of puppet Lucky Pup, Foodini the magician, his assist Pinhead, Jolo the clown, etc, with Doris Brown narrator and puppets by Hope and Morey Bunin; SPONSORS - Bristol-Meyers for Ipana (Doherty,Clifford & Shenfield) on Tues. & Thurs; US Rubber for Keds (F.D. Richards) on Fridays; Phillips Soups (Aitkin-Kynett,Phila) on Wednesdays; PRODUCER - DIRECTOR - Richard Linkroum, CBS; WRITERS - Len Turovin, Nat Wilkes, Doug McCrae; REHEARSAL - 1½hrs on camera; SETS - 3 puppet stages; COMMERCIALS - Stations on Net not carrying commercials see Pat White & a guest talk about hobbies for kids at the program opening; segment directed by Paul Munroe of CBS; for Ipana - commercials are live with Doris Brown and Jolo and Smiley; film for Phillips; a Zoomar lens is used in camerawork; AVAILABLE - $775 per ¼ hour; RATING - 6 City Pulse - 8.5

LUCKY PUP HIGHLIGHTS - from WCBS-TV to E & MW Nets; 6:45-7:15pm Saturdays; show is a film review - kinescope - of the week's happenings; Doris Brown narrates; PULSE-6.7

MR. I. MAGINATION - from WCBS-TV to E & MW Nets; 7:30-7:55pm Sundays; SUSTAINING; with Paul Tripp who takes kids to Imagination Land during the first 8 minutes, then dramatizes children's classics; this is a big production show with trick camera work; SUSTAINING; PRODUCERS - Worthington Miner,CBS, in assoc. with Norman & Irving Pincus; WRITERS - Paul Tripp and others; MUSIC - Tripp & Ray Carter; CASTING - Pincus and Tripp; SETS - Al Ostrander, Wm Cecil; DIRECTOR - Byron Paul; REHEARSAL - 15 hours dry, 4 on camera; ON AIR - April 1949; AVAILABLE - app$3500 per ½, $1800,¼; PULSE-5.0

THE CHUCK WAGON - on WCBS-TV local; 5:30-6:30pm Mon-Fri; 6-7pm Sundays; "Sheriff" Bob Dixon introduces a western film & for 10 minutes before and after he discusses & demonstrates western gear; SPONSORS - Levis; Peter Paul's Mounds; Ice Cream Novelties Corp; COMMERCIALS - Mounds, film; Levis are live by Dixon, others are spots; DIRECTOR - Byron Paul, CBS; AVAILABLE - $995.

DID YOU KNOW? - that we are planning a supplementary LOCATOR SERVICE - call & inquire.

DUMONT

CAPTAIN VIDEO - on WABD local; 7-7:30 Monday-Friday; SUSTAINING; Juvenile adventure series with Richard Coogan and Don Hastings, also character actors; combines live action with integrated film reels; WRITER - M.C. Brook; PRODUCER - James Caddigan,DuM EDITOR - Larry Menkin, DuM; DIRECTOR - Charles Polacheck; AVAILABLE - app.$1750 week.

MAGIC COTTAGE - from WABD - Net;6:30-7pm Monday-Friday; SUSTAINING; Pat Meikle tells and illustrates fairy tales with prizes for studio and home contestants; uses a live fairy tale character in conversation; PRODUCER - Caddigan, DuM; WRITER - Mort Frankel; DIRECTOR - Les Tomalin; SETS - Rudy Lucek; EDITOR - Larry Menkin; ON THE AIR - June 1949; AVAILABLE - approx $2000 per week; RATING - 6 City Pulse - 4.3

SMALL FRY CLUB - from WABD to 7 Sta E & MW Nets; 6-6:30pm Monday-Friday; with MC Bob Emery and kids who sit in a "fishbowl" on stage; cartoons, newsreels for kids, serial films, prayer and pledge of allegiance, etc; SPONSORS - Kolynos on M,W,F (Dancer-Fitzgerald-Sample); Post Cereals on T,Th (Benton & Bowles); PACKAGERS - DuMont and Bob Emery; COMMERCIALS - live and film spots and jingles for Post; singing commercials by Bob Emery for Kolynos; AVAILABLE - approx $750 for 15 minutes; PULSE - 9.7

NBC

CHILDREN'S SKETCHBOOK - from WNBT to E & MW Nets; 5:30-6pm Saturdays; Guest narrates a story while Lisle Weil sketches the plot; SUSTAINING; DIRECTOR - Barry Bernard,NBC WRITER - Eleanor Tarshis; MUSIC - Bille Nalle; others - Irga Adams,Billy Bletcher; AVAILABLE - approx $1000-1200 per show. ON THE AIR - May 1949.

HOWDY DOODY SHOW - from WNBT to 23 Sta E & MW Nets; also kinesc to 6 Sta; 5:30-6pm Monday-Friday; with MC Bob Smith and puppets operated by Rhoda Mann and a "peanut gallery" of kids; Smith sings and talks with kids and is voice for Howdy Doody; PACKAGER - NBC & Martin Stone; SPONSORS - Monday: Mars Candy Bars(Moore & Hamm); Tues & Thurs: Colgate Dental Cream (Bates); Wednesday: Poll Parrot Shoes (Henri,Hurst & Mac Donald,Chi); Friday: Unique Art Toys(Grant); PRODUCER - Roger Muir,NBC; DIRECTOR - Robert Rippen,NBC; WRITER - Eddie Kean; COMMERCIALS - Mars has contests,live; Colgate also live; Poll Parrot uses giveaways; Unique has live demonstration and also film by Ben Harrison; RATING - 6 City Pulse - 13.2; NYC Pulse - 11.1 (1st among kids).

HORN & HARDART CHILDREN'S HOUR - on WNBT local; 10:30-11:30 am Sundays; SIMULCAST; a variety show with MC Ed Herlihy; PRODUCER - Alice Clements; DIRECTOR - Jacques Hein

GOBO'S CIRCUS - on WNBT local; 6-6:30pm Tuesday; SUSTAINING; an inside look at a circus with Gobo the Clown (Coby Ruskin) and Palmo the Magician (Bud Palmer); ten kids go "backstage" and peek into center ring for variety guest acts; PRODUCER-WRITER-CASTING - Alan Handley,NBC; MUSIC - recorded; REHEARSAL - 1 hour cam, 1 dry.

KIDS ATHLETIC CLUB - on WNBT local; 6-6:30pm Mondays; SUSTAINING; Bud Palmer referees boxing, wrestling, games between NYC boys clubs for possession of a trophy; set in a gym boxing ring; PACKAGER - West Hooker Telefeatures; PRODUCER - Keith Thomas for Hooker; DIRECTOR - E.J. Kenner, Hooker; COMMENTATOR - Ray Forrest; AVAILABLE - $755.

KUKLA, FRAN & OLLIE - from WNBQ Chicago to E & MW Nets; 7-7:30pm Monday-Friday; SPONSOR - RCA Victor; AGENCY - J. Walter Thompson; on Sept. 27th, National Dairies thru NW Ayer & Son pick up Tuesday & Thursday sponsorship; show features Fran Allison and Burr Tillstrom with Kukla and Ollie puppets in "off the cuff" conversation and situation; set in a miniature stage; PACKAGER - Burr Tillstrom; DIRECTOR - Beulah Zachary; WRITER - Tillstrom; ON THE CABLE - January 1949; RATING - last season: 16.1 Pulse

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DID YOU KNOW - that additional subscriptions in your own office cost only $1 each?

NBC

THE LADY NEXT DOOR - on WNBT local; 6-6:30pm Wednesdays; SUSTAINING; Madge Tucker and kids in a fantasy show set in a barnhouse; DIRECTOR - Jacques Hein,NBC; ON-March.

WPIX

COMICS ON PARADE - on WPIX local; 5:30-6pm Sundays; 5-5:15pm Mon-Sat; SUSTAINING; Uncle Danny Webb and Toby Summers read the funnies; DIRECTOR - Clay Yurdin; AVAILABLE - Sundays- $700; Weekdays - approx $300; $1726 for five days; $100 participation.

MR. MAGIC - on WPIX local; 5:15-5:30pm Saturday to Wednesday; SUSTAINING; Norman Jensen and puppet do tricks; PACKAGER - Chick Vincent,Jerry Law; DIRECTOR - Ed Stasheff; ON THE AIR - July 7; AVAILABLE - approx $400 per show, $150 per participation.

PIXIE PLAYTIME - on WPIX local; 5:15-5:30pm Thurs. & Fri; SUSTAINING; puppet adventures with MC Frank Paris and puppeteers Michael King, Lee Carney, Sylvia Meredith; PRODUCER - Ed Stasheff, WPIX; ANNOUNCER - John Tillman; ON AIR - June 1948; AVAILABLE - approx $425 per show, $100 per participation.

SIX-GUN PLAYHOUSE - on WPIX local; 5:30-6:30pm Monday-Saturday; western films for kids; AVAILABLE - approx $600; $150 per participation.

SMALL TIME - on WPIX local; 4:45-5:15pm Saturdays; children's talent show with Danny Webb MC; DIRECTOR - Ray Barrett, WPIX; CASTING - Webb at WPIX; from Barbazon Plaza Theater; ON THE AIR - Sept 1949.

ADDITIONS

ARMCHAIR DETECTIVE - kinescoped from KTLA Hollywood to CBS Net, on WCBS-TV 9-9:30pm Wednesdays; goes off Sept. 28; a dramatized mystery with viewers guessing the solution; Evelle Younger & John Milton Kennedy, interrogator. SPONSOR - Whitehall Pharm; AGENCY - Benton & Bowles; PACKAGER - Stokey-Ebert, California.

BARN DANCE - from WENR-TV Chicago to E&MW ABC Networks; 9:30-10pm EDT Mondays: SUSTAINING; with Jack Stillwell MC, and caller John Dolce, Sage Riders Quartet, Lulu Belle & Scotty, Holly Swenson DeZurick Sisters,square dancers. PRODUCER - Bill Nelson, DIRECTOR-Dick Locke; AVAILABLE - approx $1750; RATING - 6City Pulse: 5.4

GREATEST FIGHTS OF THE CENTURY - from WNBT to the E&MW NBC Nets; 10-10:15pm Fridays or before Madison Square Garden fights; film reels of famous fights; SPONSOR - Chesebrough for Vaseline Hair Tonic; AGENCY - Cayton Advertising.

THE LITTLE REVUE - from WENR-TV to E & MW Nets; 8:30-9pm EDT Sundays; musical variety debuted Sept 4 with Rex Maupin Orch, singers Nancy Evans and Dick Larkin, dancer Nancy Doran; DIRECTOR - Greg Garrison.

RUTHIE ON THE TELEPHONE - from WCBS-TV to 8 Sta on E&MW Nets; situation comedy with Ruthie Gilbert, Philip Reed and guests; 7:55-8pm Mon,Tues,Thurs,Fri; Sponsor- Philip Morris; Agency - Biow; Directors - William Morris,Biow & Fred Rickey, CBS.

THE UNKNOWN - on WPIX; local; 8:30-8:45pm Mondays; original suspense drama uses professional talent; Producer - Warren Wade, PIX; Director - Jack Balch, PIX; Writer - Douglas MacRae.

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* Our attractive cover is available for your Advertising of Programs Available, Films and Commercials. We expect to include a center page of advertising in our October Monthly Issue, which will reach over 300 Top Ad Agency, Network & TV Executives.

PROGRAM ARRIVALS ON TELEVISION IN NEW YORK: AUGUST 7 - SEPT 11

ABC - Photoplay Time with Wendy Barrie, A couple of Joes, Majority Rules, Little Revue

CBS - Candid Camera, Goldbergs, Ruthie on the Telephone, Studio One, Suspense, Telefinds of 1949, Vanity Fair.

DuM - The O'Neills, Family Genius.

NBC - Philco TV Playhouse, Martin Kane-Private Eye, Bonny Maid Varieties, Mohawk Showroom, Musical Miniatures, Practice Tee, Capitol Capers, Kukla,Fran & Ollie.

PIX - Enchanted Strings, This Is Your City, To The Ladies, Small Time, The Unknown.

SHOW DEPARTURES

ABC - Mrs. America, Our Dogs, Penthouse Sonata, Petticoat Parade, Treasure Quest, Vol 1 Number 6.

CBS - Preview Magazine, This Is Broadway, Wesley.

DuM - Woman To Remember, Doorway To Fame, Growing Paynes, Teen Time Tunes, They're Off Wendy Barrie, Women's Club.

NBC - American TV Forum, Author Meets The Critics, Candid Camera, Fireball Fun For All Flame Show, Eyes Have It, Roving Camera, Three Flames, Shirley Dinsdale, Swift Show, Sunday At Home, TV Screen Mag, Western Balladeer, Wish You Were Here; Nocturne, You Are An Artist.

PIX - Magic Book, Movie Matinee, Nobel & King, WPIX Varieties, Lucky Star, Telo-Quiz

PULSE TV RATINGS FOR AUGUST

Top Ten 6 City			Top Ten NYC (Aug 1-7)			NYC Multi-Weekly		
Toast of the Town	C	35.3	Toast of the Town	C	36.0	Yankee Baseball	D	14.7
Godfrey & Friends	C	28.9	Amateur Hour	D	31.1	Howdy Doody	N	11.1
Stop The Music	A	28.7	Kraft TV Theater	N	29.6	Western Features	W	9.3
Kraft TV Theater	N	28.6	Godfrey & Friends	C	27.5	Small Fry Club	D	7.8
Amateur Hour	D	27.1	Olsen & Johnson	N	25.9	Six Gun Playhouse	P	7.5
Olsen & Johnson	N	24.4	Stop The Music	A	25.0	Lucky Pup	C	7.0
Crusade in Europe	A	22.0	Yankee Baseball	D	24.2	Camel News Carav.	N	6.4
Break The Bank	A	20.8	Break The Bank	A	20.3	Bob Howard Songs	C	5.9
The Clock	N	20.1	Crusade in Europe	A	19.8	Magic Cottage	D	5.8
Cavalcade of Stars	D	19.1	Philco Playhouse	N	18.9	Western Features	W	5.6

A-ABC, C-CBS, N-NBC D-DuMont, P-WPIX, W-WATV

ALPHABETICAL INDEX (Continued)

CONTINUED ON PRECEDING PAGE

WORLD VIDEO, INC.

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THE AIR

"ACTORS STUDIO" (ABC Sept. 28)

"A COUPLE OF JOES"

"CELEBRITY TIME"

"FLOOR SHOW"

"FRONT PAGE" (CBS Sept. 29)

"PHOTOPLAY TIME"

THE TEAM

SHANA AGAR, WENDY BARRIE, JOAN BARTON, JOE BUSHKIN, ILKA CHASE, EDDIE CONDON, MARC CONNELLY, JOHN DALY, DONALD DAVIS, DICK GORDON, ALAN KENT, PERRY LAFFERTY, CHARLES MacARTHUR, DOROTHY MATHEWS, CONRAD NAGEL, LEE ROGOW, JOE ROSENFIELD, JOHN STEINBECK, HENRY WHITE (and Morgan).

DID YOU KNOW?

★ That our subscribers are entitled to call or write *ROSS REPORTS* for information not carried in the reports . . . or for locating hard-to-find people . . . or for checking on credits, productions, lists, etc.

(Through our extensive industry contacts and constant researching we may be able to answer your questions or recommend you to someone who can).

★ That we are planning to offer a supplementary LOCATOR SERVICE & Talent File that will not only help you to locate Talent and/or Producers, but will be able to guide you and make suggestions as to guest possibilities for your programs.

(Subscriptions to this new service will be offered at a nominal increase to all *ROSS REPORTS* subscribers . . . we invite your inquiries).

★ That our subscription list now numbers *Everybody who's Anybody* at the Ad Agencies, Networks and Stations and among the Independent Producers — a wonderful market for your Program Availables, Commercial Services, and Film offerings . . . especially at our low Advertising rates.

★ That additional copies of our Program Cost Study are available on request, and that additional copies of all weekly issues are available to others in your office at only $1 each.

Ross Reports

on Television Programming

WALLACE A. ROSS
150 East 54th Street
New York 22, N. Y.
PLaza 9-3685

a weekly service for subscribers

New York

EDITOR : Henry Colman
RESEARCH: Steve Kaplan

VOL. 1 NO. 7
SUPPLEMENT B

Sept.18 - Sept.24, 1949

THIS WEEK ---- DEBUTS, HIGHLIGHTS, CHANGES

Sun.(18) - ABC(Ch7) 10:30-11:30pm; RETURN - Bowling Headliners; from WJZ-TV to E&MW Nets; Bowling expert Al Cirillo describes bowling exhibitions from Capitol Health Center, gives instructions to viewers; Director - Marshall Diskin, ABC.

ABC(Ch7) 6-6:30pm; DEPARTURE - Cartoon Teletales; from WJZ-TV to E & MW Nets; Chuck & Jack Luchsinger illustrate & narrate children's stories; replaced by "Singing Lady."

Mon.(19) ABC(Ch7) 9:30-10pm; DEBUT - Mr. Black; from WENR Chicago to E & MW Nets; mystery crime series stars Andy Christopher; Director - Tony Rizzo,WENR; Writer - Bill Ballinger.

NBC(Ch4) 8-8:30pm; RETURN - Chevrolet Tele-Theatre; (formerly called Chevrolet On Broadway); from WNBT to E & MW Nets;Stars and supporting players in dramatic originals and adaptations; Producer - Vic McLeod,NBC; Directors - Garry Simpson, Barry Bernard, NBC; Sponsor - Chevrolet Motors; Agency - Campbell-Ewald.

Tue.(20) CBS(Ch2) 9:30-10pm; HIGHLIGHT - Suspense; from WCBS-TV to E & MW Nets;tonight's play is "Dr. Jekyll & Mr. Hyde" starring Ralph Bell; adaptation by Halsted Welles; Sponsor - Auto-Lite; Agency - Newell-Emmett; Producer-Director - Robert Stevens, CBS.

CBS(Ch2) 7-7:30pm; RETURN - Prize Party; on WCBS-TV local; features MC Bill Slater in audience participation show; Sponsor - Messing Bakeries; Agency - Blaine-Thompson; Producers- Marlo & Mina Bess Lewis.

THIS ISSUE

FIFTH OF A SERIES ON TV FEES

Continuing its series on fees in television, which has included resumes on writers, dramatic and variety talent, and directors, ROSS REPORTS in this issue surveys the Scenic Designer picture as regards wages and creative problems.

Tue.(20) NBC(Ch4) 8-9pm; RETURN - Texaco Star Theatre; from WNBT to E & MW Nets; Milton Berle & company feature a modified format, introducing "trick booking;" first show has "Howdy Doody" cast plus June Havoc & Bert Gordon; Sponsor - Texaco; Agency - Kudner; Producer-Director - Ed Cashman, for Kudner.

Wed.(21) CBS(Ch2) 10-10:15pm; DEBUT - This Week In Sports; from WCBS-TV to 9 Sta. E & MW Nets; first of a weekly film series on top sports events; Packager - INS-Telenews; Sponsor - Sheaffer Pens; Agency-Russell M. Seeds (Chi); Supervisor - Jerry Weiler, INS-Telenews.

Thu.(22) ABC(Ch7) 9:30-10pm; DEBUT - Starring Boris Karloff; (formerly announced as "Conflict"); from WJZ-TV to E & MW Nets; original suspense series will also be carried on AM night before; Packager - MCA, Director-Alex Segal, ABC; Writers - Freelance; Sets-James McNaughton, ABC.

NBC(Ch4) 9-10pm; RETURN - Fireball Fun For All; from WNBT to E & MW Nets; The Olsen & Johnson extravaganza with plenty of gags, gunshots, midgets,also June Johnson and Marty May; Sponsor - Buick; Agency-Kudner; Director - Edward F. Cline; Music-Charles Sanford & Orch.

Fri.(23) NBC(Ch4) 9:30-10pm; RETURN - Lights Out; from WNBT to E & MW Nets;mystery drama departed Aug 30; now alternates with "Big Story" every-other-Friday; Producer - Ernest Walling,NBC;Dir.-Kingman Moore.

Sat.(24) CBS(Ch2) 2-4:30pm; Columbia Football Games; on WCBS-TV; local; first in a series of scheduled telecasts with commentary by Marty Glickman & Russ Hodges; Sponsor - Chesterfield; Agency - Newell-Emmett; Supervisor-Al Tennyson, Newell-Emmett; Director-Bernie London.

LAST WEEK'S ARRIVALS

CBS -- Candid Camera returned from WCBS-TV to E & MW Nets; 9-9:30pm Mondays; The unrehearsed comedy sequences instituted by Allen Funt; Sponsor - Philip Morris; Agency - Biow; Director - John Peyser, CBS.

CBS -- Studio One returned from WCBS-TV to E & MW Nets; 10-11pm Mon;Originals & adaptations; Sponsor - Westinghouse; Agency - McCann-Erickson; Producer - Wortnington Miner,CBS; Directors - Frank Schaffner, Paul Nickell, CBS.

CBS -- Uptown Jubilee; (was Harlem Jubilee); 8-9pm.Tues; debuted from WCBS-TV to E&MW Nets; A sepia musical variety show with MC Willie Bryant, comedian Kenny Rogers, singer Harry Belafonte, & Don Redman & Orch; Producer-Barry Wood,CBS;Director-John Wray,CBS; Writer - Bob Smith; Choreography - John Butler,CBS.

CBS -- Masland At Home debuted from WCBS-TV to E&MW Nets; 7:45-8pm Wed; musical program features baritone Earl Wrightson and the Norman Paris trio; Producer-Director - Frank Heller,CBS; Writer - Robert Bach.

DuM Maxine Barratt's "And Everything Nice" returned on WABD; local; 8-8:30pm Thurs; SUSTAINING; Maxine Barratt discusses fashion with guests; Dir.-Bob Loewi, DuM.

NBC -- It's A Great Idea debuted from WNBQ Chi to E&MW Net;8-8:30pm Wednesdays; discussion program presents current issues as represented by philosophies of great authors.

LAST WEEK'S ARRIVALS (Continued)

NBC -- Sunday Date debuted from WNBW Wash to E & MW Net;7:15-7:30pm;musical with Gene Archer, Jeanne Warner, and Cliff Instrumental Quartet; Producer - R.Blum,WNBW.

NBC -- Philco Television Playhouse adopted new format, dramatizing "Book Of The Month" Club selections; see monthly (Sept) for complete details.

NBC -- Mohawk Showroom returned; 7:30-7:45pm Mon-Fri; with Morton Downey & Roberta Quinlan on alternate nights; see Sept monthly for details.

NBC -- Greatest Fights Of The Century returned Friday Sept 16; 11-11:15pm.

PIX -- Television Chapel returned; 6-6:30pm Sunday; public service program offering actual devotional services in studio; Director - Ed Stasheff, WPIX.

PIX -- Curtain Time debuted 6:40-7pm Sunday; local; musical show with guests.

PIX -- Band Box Revue debuted 7-7:15pm Sunday; local; informal variety show in night-club set, with guests; Director - Cledge Roberts, WPIX.

PIX -- The Unknown debuted 8:30-8:45pm Monday; mystery series produced by Warren Wade & directed by Jack Balch; Writer - Douglas MacRae.

LAST WEEK'S DEPARTURES

NBC -- Village Barn departed Thursday Sept 15; Theatre of the Mind departed Thu.15th.

LAST WEEK'S TIME CHANGES

CBS -- People's Platform now 10-10:30pm Fridays.
NBC -- Quiz Kids now 10-10:30pm Mondays; Nature Of Things now 7:30-7:45pm Saturdays; Mixed Doubles now 8:30-9pm Saturdays.

FUTURES

(Announcements Made During Past Week)

Sept. 25 Action Autographs returns; from WENR Chicago to E & MW Nets; 6:30-6:45pm Sundays; MC Ed Prentiss interviews personalities, shows filmed stories; Producer - Jack Brand; Sponsor - Bell & Howell; Agency - McCann-Erickson.

Sept. 25 The Singing Lady from WJZ-TV to E & MW Nets; changes to 6-6:30pm Sundays; children show with Ireene Wicker;Sponsor-Kellogg; Agency - N.W. Ayer.

Sept. 25 Think Fast; from WJZ-TV to E & MW Nets; new time 8-8:30 Sundays; Quiz with Mason Gross & guests; Packager - Robert Jennings; Direct.-Charles Harrell.

Sept. 25 Sing-Co-Pation; returns from WENR Chicago; 6:45-7pm Sundays; singer Dolores Marshall & Jack Fascinato on piano.

Sept. 26 ABC Barn Dance; from WENR Chicago to E&MW Nets; new time 9:30-10pm Mondays.

Sept. 29 The Front Page debuts from WCBS-TV to E&MW Nets; 8-8:30pm Thur; dramatic series based on Hecht-MacArthur play; Packager-World Video; Producer-Donald Davis, World Vid; Director-Frank Heller,CBS; Writer-Alvin Sapinsley.

Oct. 2 The Aldrich Family debuts from WNBT to E&MW Nets; 7:30-8pm Sundays; TV version of the AM family comedy; Sponsor-Jello; Agency - Young & Rubicam.

PROGRAM	NET	DAY & TIME	GUESTS	SPECIALTY
A.Godfrey & Friends Sept 21	CBS	Wed 8-9pm	Victor Borge Christine & Moll	Pianist-Comedian Dance Team
Believe It Or Not Sept 21	NBC	Wed 10-10:30	Jimmy Jemail	Inq.Photog.-Daily News
Cavalcade Of Stars Sept 17	DuM	Sat 9-10pm	Jackie Miles Hazel Scott Marian Colby The Fontaines Stan Fisher Canton Bros.	Comic Pianist Singer Dance Team Harmonica Contortionists
Celebrity Time Sept 18	ABC	Sun 10-10:30	Lilli Palmer Paul Winchell	Actress Ventriloquist
Colgate Theatre Sept 19	NBC	Mon 9-9:30pm	Tom Ewell Harry Bannister Billy Lynn Fay Sappington Norma Jean Marlowe	"The Loan" by William Kendall Clarke & Wm. L. Stewart
Chevrolet Tele-Theatre Sept 19	NBC	Mon 8-8:30pm	Vicki Cummings Marjorie Gateson Enid Markey Adnia Rice Amelia Rice	"Leo & Sagittarius" by Jack Bentkover.
The Clock Sept 21	NBC	Wed 8:30-9	Vaughan Taylor Mary Orr Ken Dibbs Diana Herbert James Little	"The Medium" a dramatic adaptation by Larry Schwab.
Fireside Theatre Sept 20	NBC	Tue 9-9:30pm	"Vain Glory" & "Out Of the River" - Films	
Floor Show Sept 17	NBC	Sat 9:30-10	Eddie Condon Ralph Sutton Peanuts Hucko Jack Lasberg	Guitar Piano Clarinet Bass
H'Wood Screen Test Sept 17	ABC	Sat 7:30-8pm	Louise Allbritton Biff McGuire Dolores Sutton	Actress Actor Actress
The Music Room Sept 18	ABC	Sun 9:30-10pm	Conrad Thibault Jacques Fray Barbara Weaver Mary Osborne Doris Pines Ted Gompers	MC Pianist Singer Guitarist Pianist Musician

PROGRAM	NET	DAY & TIME	GUESTS	SPECIALTY
Kraft Theatre Sept 21	NBC	Wed 9-10pm	John Newland Mercer McLeod Anne Jackson John McQuade Will Hare John Stephen	"The Man In Half Moon Street" by Barry Lyndon.
Leave It To The Girls Sept 18	NBC	Sun 8:30-9pm	Vernon Duke Nina Foch Lois Andrews	Composer Actress Actress
Philco TV Playhouse Sept 18	NBC	Sun 9-10pm	William Eythe Jean Carson Lola Montez Patricia Breslin Billy Greene Calvin Thomas Kurt Kasznar	"The Little Sister" by Raymond Chandler; adapted by Sam Carter.
Say It With Acting Sept 18	NBC	Sun 6:30-7pm	Ben Grauer Press Agents vs. Madwoman Of Chaillot	New MC
Studio One Sept 19	CBS	Mon 10-11pm	Paul Lukas Anne Francis Robert Harris Don Clark Joseph Callini Jack Kelly Kathleen Miday Voice by Doris Faye	"The Rival Dummy" by Ben Hecht.
Suspense Sept 20	CBS	Tue 9:30-10	Ralph Bell	"Dr. Jekyll & Mr.Hyde" adapted by Halstcd Welles.
Texaco Star Theatre Sept 20	NBC	Tue 8-9pm	Milton Berle "Howdy Doody" June Havoc Bert Gordon	MC-Comic Puppet Star Actress The Mad Russian
Toast Of The Town Sept 18	CBS	Sun 8-9pm	Sonny Howard Ruby Hill Buddy Lester Wong Sisters	Impressionist Singer Comic Dancers
Who Said That Sept 17	NBC	Sat 9-9:30pm	Mary Marg. McBride Lefty Gomez Robert Ruark	Woman's Commentator Ballplayer Columnist
We The People Sept 20	CBS	Tue 9-9:30pm	Pancho Gonzales Baron Nahun Jeff Clark	Tennis Star Royal Photographer Singer

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NEW UNION AGREEMENT WILL PUT

SCENIC DESIGNERS ON EQUAL WAGE BASIS WITH THEIR COLLEAGUES

IN THE LEGITIMATE THEATRE AND MOTION PICTURES

Television, by utilizing increasing numbers of scenic designers, is helping to fill the gap caused by a paucity of legitimate theatre assignments. Because of the need for skilled designing talent in the new industry, unemployed members of the union are fewer than has been the case in the recent past.

Beginning with informal letter agreements between the United Scenic Artists Union and the broadcasting companies back in 1945, the history of union agreements on behalf of the painters, decorators and paperhangers employed by the various TV networks has reflected slow, but encouraging, progress.

The current union contract, under which members are now working, became effective September 1, 1948, and provided for designers'fees that were, on the average, 38% less than those in the Theatre and Motion Pictures. This was a concession granted to a young industry. However, it is now felt that TV has emerged from its swaddling clothes, and should give full recognition to its designers, putting them on an equal basis with their fellows in the two older mediums.

A proposed contract, which will be formally negotiated beginning September 15, has resulted. The new contract will call for an upped salary scale, and will be more rigid in fixing working hours. All other terms will remain as in the 1948 agreement. Weekly minimum for staff designers is now $145. Scenic artists receive a minimum of $105. The proposed contract breaks designers and artists down into more detailed categories, to which the following chart will attest:

PROPOSED SCALE:

Art Directors	$250 wk - hrs not specified.
Staff Designers	5.30 hr - 35 hr wk - $185.50
Chargemen Scene Artists (carry out designer's idea) ..	5.30 hr - 35 hr wk - $185.50
Journeymen Scene Artists (assistants to chargemen) ...	4.25 hr - 35 hr wk - $148.75
Per Diem Scene Artists	4.25 hr - 35 hr wk - $148.75
Staff Costume Designers	35 hr wk - $150.00
Assisting Costume Designers	$80 per day-35 hr wk - $126.25
Per Diem Costume Designers	$35 per day-35 hr wk - $175.00

Twenty-three scenic designers are currently employed on a full-time basis by the various networks. They are:

ABC - James McNaughton, Art Director; Robert Bright, Mordi Gassner, Paul Heschong, Staff Designers.
CBS - Rychtarik and Ostrander, Art Directors; Nelson Baume, William Cesal, Don Gilman, Arne Lundberg, Jean McCord, Hancox, Tom Lee, Yama Hermanson, Staff Designers.
DuM - Rudy Lucek, Art Director.
NBC - Elwell, Art Director; Otis Riggs, Kenneth Mapes, J. Russell, Bill Smith, P. Barnes, B. Eckart, Staff Designers.
PIX - Willis Knighton, Art Director.

Five more are free lance designers, whom sponsors and advertisers pay a minimum of $175. per week, contracts usually extending over the standard 13-wk period.

ROSS REPORTS, in a comprehensive survey, has attempted to establish what some of the creative problems of scenic design in TV are. Although the designer today is generally allowed free rein in regard to creative freedom, he is hampered somewhat by the extent of the director's imagination. One of the problems to be ironed out is a method of establishing closer harmony between directorial and design departments.

Another snag is the late delivery of scripts to the production department; 10 to 12 days is sometimes the small margin given to conceive, produce and work out a complicated scenic plan. This can raise the costs of scenery. For one top dramatic show, $1800-$3000 was the average budget for scenery last year; serious attempts are being made to cut costs.

At one network, costs are considerably lower. Dramatic show scripts are generally delivered to the production department three weeks ahead. The art director at this station is given full rein, and tells, rather than is told, what to do. By using staff designers, instead of the free lance man, costs are shaved considerably. This is explained by the fact that the staff man knows better the stock he already has on hand, and is able to use again flats, furniture and fabrics. The designer is given a lump sum to spend on a specific show over a period of time, and is not compelled to remain within a certain sum per telecast. He is able, generally, to work on two to three shows at a time during a given period, but this figure varies according to station and type of program.

Designers would appreciate it if certain big-name talent would have no say in the use of scenery. It is alleged that one temperamental musical director, dissatisfied with the arrangement of an expensive scenic piece, placed a large singing chorus immediately in front of it, obliterating the set. Such practices sadden even the happiest TV designers.

ROSS REPORTS, in its August study of program costs, made the following approximations for sets and props:

Half-Hour Situation Comedy	$500.	Strip Musical (5 a week)	$275.
One-Hour Drama	$1500.	Forum or Panel	$ 50.
How To Do Shows	$100.	Half-Hour Quiz	$400.
One-Hour Comedy-Variety	$650.	Children's Shows	$ 40.
Half-Hour Musical Variety	$250.		

COSTUME DESIGNERS

Only the three largest networks employ staff costume designers. The five who are currently working under contract receive a minimum of $126.75 weekly. There are three free lance costume designers; they receive $126.25 per show.

The costume designer has been, and is, suffering from a lack of cognizance of his work. Limited time, as compared to theatre and motion picture schedules, and a limited budget have kept costume design to the level of choosing garments. Actual execution of original costume creations is a thing of the future, although it is foreseen that it will emerge as a practice, at least on a limited scale, within the next year.

Scenic and costume designers will welcome the new union contract, especially the clauses governing the number of working hours per week. Meanwhile, they are not complaining about current conditions in TV, realizing, as they do, the problems of any new medium.

Ross Reports

on Television Programming

a weekly service for subscribers

New York

WALLACE A. ROSS
150 East 54th Street
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EDITOR : Henry Colman
RESEARCH : Steve Kaplan

VOL. 1 NO. 7
SUPPLEMENT C

Sept.25 - Oct.1, 1949

THIS WEEK ---- DEBUTS, HIGHLIGHTS, CHANGES

Sun (25) - ABC(Ch7) 6:30-6:45pm; RETURN - Action Autographs; from WENR Chicago to E & MW Nets; MC Ed Prentiss interviews personalities, shows filmed stories; Sponsor - Bell & Howell; Agency - McCann-Erickson; Producer - Jack Brand.

ABC(Ch7) 6:45-7pm; RETURN - Sing-Copation; from WENR Chicago to E & MW Nets; Musical interlude with singer Dolores Marshall, host Jack Brand, & the Jack Fascinato Trio.

CBS(Ch2) 9-10pm; RETURN - Fred Waring Show; from WCBS-TV to E & MW Nets; Waring & complete company-orch, glee club, singers plus competing ballroom dancers; Sponsor - General Electric; Agency - Young and Rubicam; Prod-Dir-Ralph Warren,Y&R; Sup-Roland Gillette,Y&R.

DuM(Ch5) 8-8:30pm; DEBUT - Chicagoland Mystery Players; from WGN-TV Chi to E & MW Nets; dramatic mystery with Gordon Urquhart & others; Director - Bruno VeSota, WGN.

Mon (26) - CBS(Ch2) 8:30-9pm; RETURN - Arthur Godfrey's Talent Scouts; from WCBS-TV to E & MW Nets; Simulcast; Sponsor - Lipton's Tea & Noodle Soup; Agency - Young & Rubicam; Prod-Dir - Jack Carney, Godfrey Prods; Net Director - David Rich,CBS; Casting - Sonja Morse & Esther Stoll, CBS.

Wed (28) - ABC(Ch7) 8-8:30pm; RETURN - Actors Studio; from WJZ-TV to E & MW Nets; Stars & Actors Studio Company in dramatic originals & adaptations; Packager - World Video; Producer & Casting - Donald Davis of World Video; Director - Fred Carr, ABC.

-more-

THIS ISSUE

SIXTH OF A SERIES ON TV FEES

Continuing its survey, which has included resumes on writers, dramatic and variety talent, directors, and scenic designers, ROSS REPORTS in this issue analyzes Costuming fees & costs.

Wed (28) - ABC(Ch7) 8:30-9pm; DEBUT - Look Photocrime; from WJZ-TV to E & MW Nets; mystery series with Chuck Webster, Diana Douglas, Joe DeSantis & others; Produced by ABC with Look Magazine; Packager - Mildred Fenton; Producer-Writer - Murray Burnett; Dir-Babette Henry,ABC.

Thu (29) - ABC(Ch7) 9pm to close; RETURN - Roller Derby; from WJZ-TV to E & MW Nets; Sportscasters Ken Neidel & Joe Hasel describe roller events; Sponsor - Chesebrough for Vaseline Hair Tonic (52 weeks);Agency-McCann-Erickson.

CBS(Ch2) 8-8:30pm; DEBUT - The Front Page; from WCBS-TV to E & MW Nets; Dramatic series based on Hecht-MacArthur play; with John Daly, Mark Roberts, Jan Shaw, Leona Powers & Philip Truex; Packager - World Video; Producer - Donald Davis, WV; Director - Frank Heller, CBS; Writer - Alvin Sapinsley.

CBS(Ch2) 8:30-9pm every-other-Thursday; DEBUT - Inside USA With Chevrolet; from WCBS-TV, Studio 51, to E & MW Nets; Arthur Schwartz revue starring Peter Lind Hayes, with Mary Healy, Sheila Bond & guests; tonight's guest Margaret O'Brien; Sponsor - Chevrolet Motor Div; Agency - Campbell-Ewald; Supervisor - Leo Langlois,CE; Director-Sherman Marks for Arthur Schwartz; Writer - Sam Taylor; Music-Schwartz & Howard Dietz; Conductor - Jay Blackton; Commercials-Film by Archer Productions.

Fri (30) - ABC(Ch7) 9-9:30pm; DEBUT - Auction-Aire; from WJZ-TV to 5 Sta. E Net; MC Jack Gregson presides over viewer participation auction; viewers bid for a variety of articles with sponsor's food product labels; Packager - Masterson, Reddy & Nelson; Sponsor - Libby, McNeill & Libby; Agency - J. Walter Thompson; Supervisor - John Nelson,for MR&N; Prod-Dir - Eddie Nugent, ABC; Commercials-live & integrated.

NBC(Ch4) 9:30-10pm; DEBUT - Big Story; from WNBT to E & MW Nets; dramatic episodes dealing with real life experiences of newspaper men; with Elliott Sullivan, Roger DeKoven & Adelaide Klein; Packager-Prockter Productions; Sponsor - Pall Mall; Agency - Sullivan, Stauffer, Colwell & Bayles; Producer - Bernard Prockter;Director-Al Scott, NBC; Writer - Arnold Perl; Casting - Jerome Robinson, at Prockter; alternates every-other-Friday with "Lights Out."

THIS WEEK'S TIME CHANGES

ABC -- Think Fast now 8-8:30pm Sundays; ABC Barn Dance now 9:30-10pm Mon; Photoplay Time With Wendy Barrie now 8:30-9pm Mondays; Enchanted Road now 8-8:30 Tuesdays; On Trial now 7:30-8 Tuesdays; Blind Date Date now 8:30-9pm Fridays.

CBS -- Sonny Kendis Show now 7:45-7:55pm Mon, Tue, Thur; Monday segment replaces "Cliff Edwards Show;" 54th Street Revue now 9-10pm every-other Friday; alternates with "Ford Theatre Of The Air."

LAST WEEK'S DEPARTURES

ABC -- Science Circus departed Monday Sept 19; Break The Bank departed 9/23; on NBC 10/5; Cartoon Teletales departed Sunday September 18.
CBS -- Cliff Edwards Show departed Monday Sept 19.
DuM -- Program Playhouse departed Wednesday Sept 21.

LAST WEEK'S ARRIVALS

ABC -- Bowling Headliners returned from WJZ-TV to E & MW Nets; 10:30-11:30pm Sundays; Bowling exhibitions & instructions by Al Cirillo; Director-Marshall Diskin,ABC.

Little Revue debuted from WENR Chicago to E & MW Nets; 8:30-9pm Sundays;Vocalists Nancy Evans & Dick Larkin in musical variety with Rex Maupin & Orchestra.

Dr. Black debuted from WENR Chicago to E & MW Nets; 9:30-10pm Mondays; mystery crime series; Director - Tony Rizzo,WENR; Writer - Bill Ballinger.

The Lone Ranger debuted from WJZ-TV to E & MW Nets; 7:30-8pm Thursdays; filmed Western series; Sponsor-General Mills; Agency-Dancer - Fitzgerald - Sample;Films made by Apex Productions, Hollywood.

Starring Boris Karloff debuted from WJZ-TV to E & MW Nets; 8:30-9pm Thursdays; Original suspense series; Packager - MCA; Director - Alex Segal, ABC.

Touchdown debuted from WJZ-TV to E & MW Nets; 7:30-8pm Fridays; filmed highlights of college & professional games; Sponsor - Chrysler; Agency - McCann-Erickson; films prepared by F. Walker Orr.

CBS -- Prize Party returned on WCBS-TV local; 7-7:30pm Tuesdays; MC Bill Slater in audience participation show; Sponsor - Messing Bakeries; Agency - Blaine-Thompson; Producers - Marlo & Mina Bess Lewis.

This Week In Sports debuted from WCBS-TV to E & MW Nets; 10-10:15pm Wednesdays; film series on top sports events; Packager - INS-Telenews; Sponsor - Sheaffer Pens; Agency - Russell M. Seeds, Chicago; Supervisor - Jerry Weiler, INS-Tele.

Columbia Football Games debuted on WCBS-TV local; 2-4:30pm Saturdays; Commentary by Marty Glickman & Russ Hodges; Sponsor - Chesterfield; Agency - Newell Emmett; Supervisor - Al Tennyson, NE; Director - Bernie London.

DuM -- Cross Question returned from WGN-TV Chicago to E & MW Nets; 9-10pm Sundays; Drama reconstructs famous jury cases.

NBC -- Chevrolet Tele-Theatre returned from WNBT to E & MW Nets; 8-8:30pm Mondays.

Texaco Star Theatre returned from WNBT to E & MW Nets; 8-9pm Tuesdays.

Children's Theatre debuted on WNBT local; 6-6:30pm Wednesdays; weekly film series of silent comedies & cartoons; Narrator - Ray Forrest.

Fireball Fun For All returned from WNBT to E & MW Nets; 9-10pm Thursdays.

Lights Out returned from WNBT to E & MW Nets; 9:30-10pm every-other-Friday.

PIX -- New Timers, formerly called "Show Business," debuted on WPIX local; 7:30-8pm Sundays; Variety program with Joey Faye, Bobbie Martin, Jack Fletcher, & Bill Sheidy; Packager - Martin Jones; Director - Cledge Roberts, PIX.

LAST WEEK'S TIME CHANGES

CBS -- It Pays To Be Ignorant now 9:30-10pm Fridays.

FUTURES

(Announcements Made During Past Week)

Oct 2 — This Is Broadway returns from WCBS-TV to E & MW Nets; 7:30-8pm Sundays; Discussion show with host Clifton Fadiman; Sponsor - Crosley Div. of Avco Corp; Agency - Benton & Bowles; Producer - Irving Mansfield,CBS; Director - Alex Leftwich, CBS; Casting - Penny Morgan, CBS.

Oct 2 — The Aldrich Family debuts from WNBT to E & MW Nets; 7:30-8pm Sundays; family comedy with Bob Casey, Jackie Kelk, Lois Wilson, House Jameson & others; Packager - Wm. Morris; Sponsor - General Foods; Agency - Young & Rubicam; Producer-Director - Ed Duerr,Y&R; Net Prod - Duane McKinney,NBC; Writer - Clifford Goldsmith; Sets-Ken Mapes,NBC; Rehearsal - 20hrs dry, 6 hrs camera.

Oct 4 — Pantomime Quiz debuts from WCBS-TV to E & MW Nets via Kinesc from KTTV Hollywood; 10:30-11pm Tuesdays; features Vincent Price, Frank DeVol & Hans Conried pitted against guest team; Sponsor - Local Chevrolet Dealers; Agency - Campbell-Ewald.

Oct 9 — The Young People's Church Of The Air debuts from WFIL-TV Phila to E & MW Net; 10:30-11pm Sundays; religious program with Rev. Percy Crawford & musical & choral groups from the Young People's Church, Sponsor; Agency - J.M. Camp.

Oct 13 — The Truex Family debuts on WPIX local; 7:30-8pm Thursdays; situation comedy series with Ernest Truex, Sylvia Field, Barry & Sally Truex & guests; Supervisor - Warren Wade,PIX; Sponsor - Gimbel Bros.

Oct 11 — WOR-TV goes on the air; regular schedule will be 7-11pm Tuesday thru Saturday; schedule of programs to be announced.

October — Joan Roberts Show debuts on WOR-TV; 7-7:15pm Tues thru Friday; musical variety show with guests.

ADDITIONS AND CORRECTIONS TO DIRECTORY

AGENCIES	- Compton	630 Fifth Avenue	CI 6-2800
	Gibraltar Advertising	17 East 45th Street	MU 7-7896
	Newell-Emmett	40 East 34th Street	MU 3-4900
	Sternfield-Godley	280 Broadway	BA 7-3030
PACKAGERS	- Jerry Fairbanks	292 Madison Avenue	MU 5-0877
	Elwood Hoffman	309 East 17th Street	OR 4-1931
	MCA - Artists Ltd	598 Madison Avenue	PL 9-7500
	William Morris	1270 Sixth Avenue	CI 7-2160
	Carleton Morse	NBC Room 688	CI 7-8300
	Masterson, Reddy & Nelson	745 Sixth Avenue	PL 9-1120
	Prockter Productions	1270 Sixth Avenue	JU 6-4360
PRODUCERS OF COMMERCIALS	-Jerry Fairbanks	292 Madison Avenue	MU 5-0877
	Archer Productions	76 West 47th Street	JU 6-2690

TALENT SHOWSHEET

PROGRAM	NET	DAY & TIME	GUESTS	SPECIALTY
Actors Studio Sept 28	ABC	Wed 8-8:30pm	Edward Ashley Wendy Barrie Ruth Matteson John Shay Clifford Tatum Joan Lozer	"Canterville Ghost" by Oscar Wilde.
Cavalcade of Stars Sept 24	DuM	Sat 9-10pm	Lew Parker Carlos Ramirez Evelyn Farney Earl,Jack & Betty The LaVernes Connee Boswell	Comic Baritone Dancer Skating Act Dancers Singer
Celebrity Time Sept 25	ABC	Sun 10-10:30pm	Vicki Cummings Basil Rathbone	Actress Actor
Chevrolet Tele-Theat. Sept 26	NBC	Mon 8-8:30pm	Ethel Griffies Henry Stephenson Ivan Simpson Barry Macollum Sherry Bennett Elaine Williams	"Her Majesty The King" by Florence Ryerson & Colin Clements.
The Clock Sept 28	NBC	Wed 8:30-9pm	Treva Frazee George Reeves Rosita Morena	"The Whisper" adapted by Stephen DeBaun.
Colgate Theatre Sept 26	NBC	Mon 9-9:30pm	Tom Ewell William Lynn Don Rose Larry Fletcher David Burke Susan Harris	"The Contest" by Lee Rogow.
Fireside Theatre Sept 27	NBC	Tue 9-9:30pm	"Post Mistress of Laurel Run" by Bret Harte "The Spy" by James Fenimore Cooper; Films.	
Floor Show Sept 24	NBC	Sat 9:30-10pm	William C. Handy Joe Bushkin Max Kaminsky Bobbie Hackett	Trumpet Piano Trumpet Trumpet
H'Wood Screen Test Sept 24	ABC	Sat 7:30-8pm	Faye Emerson Aileen Stanley,Jr. Lori March Richard Robbins	Actress Actress Actress Actor
The Music Room Sept 25	ABC	Sun 9:30-10pm	Conrad Thibault Jacques Fray Balladeers Bess Myerson Loreen Osgood Bebe Shopp	Permanent MC Pianist Quartet Flute & Piano Singer Vibraharp

PROGRAM	NET	DAY & TIME	GUESTS	SPECIALTY
Kraft Theatre Sept 28	NBC	Wed 9-10pm	Felicia Monteleagre Jack Arthur Oliver Thorndyke	"Climax" by Jacques Duval.
Leave It To The Girls Sept 25	NBC	Sun 8:30-9pm	Allen Prescott	Radio Artist
Morey Amsterdam Sept 29	DuM	Thu 9-9:30pm	Frances Faye Jack LaRue	Singer Actor
Olsen & Johnson Sept 27	NBC	Thu 9-10pm	Roy Smeck	Singer
Photoplay Time Sept 26	ABC	Mon 8:30-9pm	Irving & Jack Mills Jimmy McHugh Ronald Rogers	Music Publishers Songwriter Singer
Philco Playhouse Sept 25	NBC	Sun 9-10pm	Claire Luce Margaret Phillips Paul McGrath Nelson Case Ann Dere	"The Queen Bee" by Edna Lee; adapted by Sam Carter, NBC.
Say It With Acting Sept 25	NBC	Sun 6:30-7pm	Press Agents vs. Diamond Lil	
Studio One Sept 26	CBS	Mon 10-11pm	Ruth Ford Bramwell Fletcher Ethel Everett Joe Silver Lotte Sladitvsky Sarah Taft	"The Outward Room" by Millen Brand; adapted by Joseph Liss.
Suspense Sept 27	CBS	Tue 9:30-10pm	Lilli Palmer Don Briggs King Calder Eva Marie Saint	"The Comic Strip Murder" by Fred Methot; adapted by Turner Bullock and Frank Gabrielson.
Texaco Star Theatre Sept 27	NBC	Tue 8-9pm	Billie Burke Bela Lugosi Bill Robinson Jackie Robinson	Actress Actor Dancer Ballplayer
Toast Of The Town Sept 25	CBS	Sun 8-9pm	Victor Borge Billy Vine George Kirby Sandra Deel Dickinson Eastham Martez & Lucia	Pianist Comic Impressionist Singer Singer Acrobats
Who Said That Sept 24	NBC	Sat 9-9:30pm	Bennett Cerf Leonard Bernstein H.Allen Smith	Publisher Pianist-Conductor Author

COSTUMING - AN INTEGRAL PART OF PROGRAM PRODUCTION

THE RIGHT CLOTHES - MORE OF A PROBLEM THAN - THE RIGHT PRICE

Costumers have the new look these Television days.....it's a look that speaks eloquently of new fields for creative design, a new medium to explore with patterns and colors, a financial "shot in the sketch board" by way of inspiration.

Admittedly, today's problems are largely concerned with digging up the right costumes from existing stocks, but constant experimentation with fabrics, colors and folds make the day of custom design for Television an imminent one. Indeed, some of the established theatrical costume houses who have been supplying 85% of the regalia used to date had better be thinking of creating as well as promoting....They are apt to be bypassed by a smart "well-heeled" designer who has made a study of the medium, and who can set up a factory to bring his creations to actuality.

The theatrical costumers have done a fine job of filling the bill. But experiments have proved that their legitimate stock employs too many big patterns, too many wrong colors to meet the demands of highly developed - and possibly color - telecasting. Experience has shown that the electronic influence upon colors is completely unrelated to that of film, lighting, or other known exigencies. Asthetically, the medium requires a new color chart - one is currently in preparation - an understanding of the predominant importance of the neckline and general neck area at the expense of the bottom half of the torso - and a realization that identification of characters can best be sustained (in a dramatic program) if costume changes are restricted to minor adaptations around a central theme for the individual....so as not to confuse.

Essentially, the costuming operations that occur around any one program can be figured as follows: (using NBC's approach - exemplifying the most studied and elaborate, as well as progressive methods). NBC, under its Art Director, Elwell, employs a Staff Costume Designer - Rose Bogdanoff - four assistant designers - and six general assistants.....Activity on a program starts as soon as script and cast are received, usually one to two weeks in advance for a dramatic show. Miss Bogdanoff and staff do their book research, snag their cast members and hustle them off for fittings (usually to Brooks, Eaves, Mme Berthé, or whichever house has the appropriate costumes - since network stocks are small). A well-known fashion designer may contribute an ensemble for a credit or sometimes just to test its effectiveness for television. The actors themselves may supply part of their wardrobe. Or, if a freelance designer such as Paul du Pont is employed by the producer, he may create the costumes.....always planning out by scenes so as to make use of proper contrast, style, etc. With dramatic casts numbering as high as 20 to 25 for Philco Playhouse, Ford Theatre and the like, very often 40 to 60 costumes are needed.

COSTS - NBC, by way of example, charges the sponsor or producer with four basic charges: 1. Supervision - selection & fittings at an hourly rate; 2. Handling - processing, dressing, etc. at an hourly rate; 3. Outside rental - A flat rate of $10 per costume is prevalent (availability & individual worth to the contrary); 4. Network costume rental - figured at 10% of the original cost per costume.....estimating at the generally-accepted average of $10 per costume:

An elaborately-produced Variety Show might spend ----	$400	
A less-expensively-produced Variety Show ----------	$150-200	
A Dramatic Program with a large cast ----------	$400-600	(2,3 changes)
Quiz, Panel, other types do minor costuming, merely to identify character types, or embellish-----	$50-100	(or less)

Meanwhile, Staff Designers have a contract calling for $126.75 weekly, but seek $150; while freelancers work at a minimum of $126.25 per show; seek $175.

NEWS DIGEST

A New Weekly Feature - Briefs from the Trade & General Press

NETWORK POOL FOR WORLD SERIES -- Described as "The biggest advertising bargain in history" (advertising executive's quote in Radio Daily), Gillette Razor's $200,000 World Series buy from Happy Chandler became a bonanza with the revelation last week that 43 stations would carry the games via a network pool coordinated by Robert Jameison of DuMont. Series starts October 5th and will be seen in some 24 cities - whose stations will carry the games and Gillette's commercials without charge, even providing their own facilities and paying cable charges. This results from Gillette's refusal (thru Maxon Advertising) to pick up individual station tabs. Meanwhile, stations are being forced through public pressure to carry the games. MUTUAL, which has first refusal on both AM & TV will also carry the games.....stations fear a bad precedent for future general interest events, but meanwhile Gillette is king of the hill, & set sales climb.

COLOR HEARINGS START MONDAY (26th) -- FCC hearings will be open only to ticket holders according to trade press reports. Demonstrations will be held on October 7 for CBS, and October 10 for RCA methods with the possibility of a third system - Color Television Inc. of San Francisco - also being introduced.....possibility also of side-by-side competition of the systems was mentioned in a Variety story. Hearings start on Monday.

TELEVISION PROGRAM AWARDS -- The New Jersey State Fair Committee has announced its choices for the outstanding television programs in various categories in a publicity kickoff (through Bert Nevins) for the Fair, which runs from Sept. 25th to October 2nd. Named were: Variety - Cavalcade of Stars, DuMont; Panel Quiz - Think Fast, ABC; Comedy - Fireball Fun For All, NBC; Children's - Kukla, Fran & Ollie, NBC; Musical - Mohawk Showroom with Morton Downey & Roberta Quinlan, NBC; Dramatic - Chevrolet Tele-Theatre, NBC.

COLOR DEMONSTRATION FOR ROCKY MOUNTAIN AREA -- First color television demonstration in the Rocky Mountain Area was held at Denver last week, with invited physicians and surgeons witnessing Smith, Kline & French Laboratories' parallel showing to their Atlantic City demonstration this past June. The firm plans similar showings at various medical meetings throughout the country as a service to the medical profession.

RADIO & TV DIRECTORS GUILD - Failure of negotiations between Radio & Television Directors Guild and National Broadcasting Company may result in a walkout of Guild members, according to a Radio Daily story. Guild is seeking minimum wage contracts for directors, associate directors, assistants and floor managers. But the network claims that these people operate in a supervisory capacity and are not subject to union contracts. Guild points to the fact that Radio directors - operating in a similar capacity - hold contracts.

FOOTBALL TO RECEIVE SUPER COVERAGE - Television stations all over the country are snapping up football games so fast that neighborhood sandlot contests are in danger of being immortalized via video. DuMont will carry Notre Dame, Northwestern, Illinois and Wisconsin games via WBKB & WGN-TV Chicago - sponsored by Chevrolet Dealers locally through Campbell-Ewald and Standard Oil Co. through McCann-Erickson. DuMont will also air pro football games over WABD from out of town only when there are no games locally; WPIX has announced that it will carry Boston College games fed by WBZ-TV, and games of Georgetown and Villanova - all sponsored by Rheingold through Foote, Cone & Belding; Chesterfield through Newell-Emmett is carrying Columbia games over CBS; while high school contests provide the fodder for smaller, sectionalized, local station coverage.

- Watch for our Hollywood Weekly Report in October -

Ross Reports

on Television Programming

a weekly service for subscribers

New York

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EDITOR : Henry Colman
RESEARCH : Steve Kaplan

VOL. 1 NO. 8
SUPPLEMENT A

Oct 2 - Oct 8, 1949

THIS WEEK ---- DEBUTS, HIGHLIGHTS, CHANGES

Sun (2) - CBS(Ch2) 4:30-5pm; RETURN - Lamp Unto My Feet; from WCBS-TV to E&MW Nets; Religious discussions, dramatizations, films on various religious faiths. Super - Dr. George Crothers; Prod - Isabelle Redman; Dir - Ken Redford, all CBS.

CBS(Ch2) 5-5:30pm; RETURN - Overseas Press Club; from WCBS-TV to E&MW Nets; Foreign news correspondents in panel; Louis Lochner, chairman; Prod - Leon Levine, CBS; Dir - John Peyser, CBS.

CBS(Ch2) 6:15-6:30pm; DEBUT - Burton Holmes Travelogue; from WCBS-TV to E&MW Nets; first in a series of travelogue films made by Holmes; Sponsor - - Atchison, Topeka & Santa Fe Railway; Agency - Leo Burnett.

CBS(Ch2) 7-7:30pm; RETURN - Tonight on Broadway; from WCBS-TV to E&MW Nets; Scenes from current Broadway productions; first program excerpts from "Lend An Ear;" commentary by John Mason Brown; Sponsor - Esso; Agency - Marschalk & Pratt; Prod-Dir - Martin Gosch; Coordinator of material - Robert Sylvester.

CBS(Ch2) 7:30-8pm; RETURN - Inside Show Business; (formerly This Is Broadway); from WCBS-TV to E&MW Nets; Clifton Fadiman and panel view and comment on variety acts; Sponsor - Crosley; Agency - Benton & Bowles; Producer - Irving Mansfield,CBS; Director - Alex Leftwich, CBS.

NBC(Ch4) 7:30-8pm; DEBUT - The Aldrich Family; from WNBT to E&MW Nets; Family comedy with Bob Casey, Jackie Kelk, Lois Wilson, House Jameson & others; Packager - William Morris; Sponsor - General Foods; Agency - Young & Rubicam; Prod-Dir - Ed Duerr,Y&R; Net Producer - Duane McKinney, NBC; Writer - Clifford Goldsmith.

-more-

THIS ISSUE

* COMMERCIALS SURVEY -- Special Feature of our October Monthly to be published Oct 16 will be an exhaustive survey of Spot Commercials - Who is using them? Who is making them? How much do various types cost? What types are favored by which Advertisers?
- Special Advertising Rates have been arranged for the Cover -

Mon (3) - ABC(Ch7) 7:30-8pm; RETURN - Author Meets the Critics; from WJZ-TV to E&MW Nets; John K.M. McCaffery and panel debate virtues of literary works; Max Lerner defends his "Actions and Passions" on first program; Packager - Martin Stone; Director - Hal Gerson, ABC; Supervisor - Harriet Halsband, of Stone.

CBS(Ch2) 8-8:30pm; DEBUT - The Silver Theatre; from WCBS-TV to E&MW Nets; Dramatic show with Conrad Nagel as MC; first production "L'Amour the Merrier" by Richard Steele & Sid Slon, with Burgess Meredith & Eva Gabor; Sponsor - Int'l Silver Co; Agency - Young & Rubicam; Prod-Dir-Ed - Frank Telford, Y&R.

Tue (4) - CBS(Ch2) 10:30-11pm; DEBUT - Pantomime Quiz; from WCBS-TV to E&MW Nets via kinesc from KTTV H'wood; features Vincent Price, Frank De Vol & Hans Conried pitted against guest team; Sponsor - Local Chevrolet Dealers; Agency - Campbell-Ewald;Super-Betty Meebe,CE

NBC(Ch4) 5:15-5:30pm; DEBUT - Judy Splinters; from WNBT to E&MW Nets; Mon-Fri; Eastern debut of children's show, previously telecast in H'wood & Chicago; ventriloquist Shirley Dinsdale and puppet, Judy, in show featuring guests and panel discussions with Judy as moderator. Prod - Roger Muir,NBC; Dir - Cal Howard, NBC.

NBC(Ch4) 9:30-10pm; DEBUT - The Life of Riley; from WNBT to E&MW Nets; TV version, on film, of the AM show, with Jackie Gleason in the title role, and Rosemary DeCamp, Lanny Rees, Gloria Winters and Sid Tomack; Sponsor - Pabst; Agency - Warwick & Legler; Producer-Writer - Irving Brecher; Agency Super - Cecil Underwood, W&L, H'wood; Film By - Film Tone Corporation, H'wood.

NBC(Ch4) 10-11pm; CHANGE - Original Amateur Hour; (formerly on DuMont); from WNBT to E&MW Nets; Host Ted Mack introduces variety acts using original Major Bowes format; Sponsor - Old Gold; Agency - Lennen & Mitchell; Packager - Reemack Prods; Producer - Lou Goldberg, Reemack; Super - Larry Holcomb,L&M; Directors - Lloyd Marks and Steve Manning, of Reemack.

Wed (5) - CBS(Ch2) 9-9:30pm; RETURN - The Bigelow Show; now from WCBS-TV to E&MW Nets; (On NBC last year); Comedy-variety show with Paul Winchell, ventriloquist, Dunninger, mentalist, & guests; Sponsor-Bigelow-Sanford; Agency - Young & Rubicam; Producer- Frank Telford, Y&R; Director & Casting - Preston Wood, Y&R.

NBC(Ch4) 10-10:30pm; CHANGE - Break the Bank; moves to NBC, E&MW Nets, from ABC. See monthly breakdown.

Thu (6) - CBS(Ch2) 9-9:30pm; DEBUT - Ed Wynn Show; from WCBS-TV to E&MW Nets via kinesc from KTTV H'wood; comedy-variety show starring Ed Wynn and featuring top variety acts; Lud Gluskin & Orchestra; Sponsor - Speidel; Agency - Cecil & Presbrey; Producer - Harland Thompson, CBS; Director - Ralph Levy, CBS; Super - Riley Jackson, C&P; Announcer - Bob Lemond.

Fri (7) CBS(Ch2) 8:30-9pm; DEBUT - Man Against Crime; from WCBS-TV to E&MW Nets; 'Private eye' series; Ralph Bellamy as permanent star; Sponsor-Camels; Agcy-Wm.Esty; Dir.-Paul Nickell,CBS,Larry Stevens,Esty.

DEBUTS, CHANGES (Continued)

Fri (7) - CBS(Ch2) 9-10pm every-other-Friday; RETURN - The Ford Theatre; from WCBS-TV to E&MW Nets; Adaptations of Broadway plays, with stars; Sponsor - Ford Motor Co; Agency - Kenyon & Eckhardt; Producer - Garth Montgomery, K&E; Director - Marc Daniels, K&E.

CBS(Ch2) 10-10:30pm; CHANGE - People's Platform; from WCBS-TV to E&MW Nets plus kinesc; starts sponsorship. See monthly breakdown.

THIS WEEK'S TIME CHANGES

ABC -- Ship's Reporter now 6:30-6:45pm Tue,Thu & Sat; Oky Doky Ranch now 7-7:15pm Tue; Kieran's Kaleidoscope now 7-7:15pm Thu; Roller Derby now 10pm to concl. Fri; It's Time To See The World now 7-7:15pm Sat.

CBS -- Dione Lucas Cooking School now 7-7:30pm Thu; The Chuck Wagon Sun slot now 5:30-6:15pm; Mr. I. Magination now 6:30-7pm Sun; Sugar Hill Times (formerly "Uptown Jubilee") now 8:30-9pm every-other-Thu; alternates with "Inside USA With Chev"

DuM -- Front Row Center now 7-8pm Sun.

LAST WEEK'S DEPARTURES

ABC -- ABC Barn Dance departed Mon Sept 26; Enchanted Road departed Tue Sept 27.

CBS -- Ruthie on the Telephone Sun segment departed Sun Sept 25; Armchair Detective departed Wed Sept 28; It Pays To Be Ignorant departed Wed Sept 28.

DuM -- Family Genuis departed Fri Sept 30; Key to the Missing departed Fri Sept 30.

NBC -- Floor Show departed Sat Sept 24. PIX -- Stage One departed Fri Sept 30.

LAST WEEK'S ARRIVALS

ABC -- Action Autographs returned from WENR Chicago to E&MW Nets; 6:30-6:45pm Sundays.

Sing-Copation returned from WENR Chicago to E&MW Nets; 6:45-7pm Sundays.

Actors Studio returned from WJZ-TV to E&MW Nets; 8-8:30pm Wednesdays.

Look Photocrime debuted from WJZ-TV to E&MW Nets; 8:30-9pm Wednesdays.

Roller Derby returned from WJZ-TV to E&MW Nets; 9pm to conclusion Thursdays.

Auction-Aire debuted from WJZ-TV to 5 Sta E Net; 9-9:30pm Fridays.

CBS -- Fred Waring Show returned from WCBS-TV to E&MW Nets; 9-10pm Sundays.

Arthur Godfrey's Talent Scouts returned from WCBS-TV to E&MW Nets;8:30-9pm Mon.

The Front Page debuted from WCBS-TV to E&MW Nets; 8-8:30pm Thursdays.

Inside USA With Chevrolet debuted from WCBS-TV to E&MW Nets; 8:30-9pm every-other Thursday.

LAST WEEK'S ARRIVALS (Continued)

DuM -- Chicagoland Mystery Players debuted from WGN-TV, Chi, to E&MW Nets; 8-8:30 Sun

Boxing (at Sunnyside Garden Arena) debuted on WABD, local; 9:30-11pm Thursdays; Announcers - Dennis James, Sam Laine; Sponsor - G. Kreuger Brewing Co; Agency - Geyer, Newell & Ganger.

The Fishing and Hunting Club debuted from WABD to E&MW Nets; 9-9:30pm Fridays; TV version of AM show, presents various aspects of field and stream sports; film sequences; Bill Slater, MC; Sponsor - Mail Pouch Tobacco Company; Agency - Walker & Downing, Pittsburgh.

Hands of Murder debuted from WABD to E&MW Nets; 8-8:30pm Fridays; mystery plays, outgrowth of "Program Playhouse." Director-Writer: Lawrence W. Menkin, DuM.

NBC -- Top Views in Sports debuted on WNBT, local; 10:45-11pm Wednesdays; new film series spotlights the week's leading sports events; Commentators: Jimmy Evans, Howard Miller; Produced By All-American News.

Big Story debuted from WNBT to E&MW Nets; 9:30-10pm Fridays.

Tropic Holiday debuted on WNBT local; 11-11:45pm Fridays; musical series with Latin-American songs and dances; features Esy Morales and Orch; Sponsor - Winston Television Stores; Packager - United Prods; Agency - Sternfield-Godley.

LAST WEEK'S TIME CHANGES

ABC -- Think Fast now 8-8:30pm Sundays; Photoplay Time With Wendy Barrie now 8:30-9pm Mondays; On Trial now 7:30-8pm Tuesdays; Blind Date now 8:30-9pm Fridays.

CBS -- Sonny Kendis Show now 7:45-8pm Tue & Thur; 54th Street Revue now 9-10pm every-other Friday; alternates with "Ford Theatre of the Air."

DuM -- Flight to Rhythm now 8:30-9pm Wednesdays; Headline Clues (late edition) now 8-8:30pm Wednesdays; 8:30-9pm Fridays.

FUTURES

(Announcements Made During Past Week)

Oct 10 — The Homemakers' Exchange debuts from WCBS-TV to E&MW Nets; 4-4:30pm Mon-Fri; Women's program describes new methods in practice of household arts; conducted by Louise Leslie; Producers - Harvey & Howe, Inc; Participating Sponsors.

Oct 10 — Ted Steele Show new time; from WCBS-TV to E&MW Nets; 5-5:30pm Mon-Fri; One-man variety show; Participating sponsors; Producer-Director: Ken Redford,CBS.

Oct 16 — The Supper Club debuts from WNBT to E&MW Nets; 8-8:30pm Sundays; TV version of AM show, with Perry Como, Fontane Sisters, Mitchell Ayers and Orchestra; Announcer - Martin Block; Sponsor - Chesterfields; Agency - Newell-Emmett; Supervisor - Ran Dunnell, N-E; Asst - Al Tennyson,N-E; Prod - Bob Moss,N-E.

Oct 30 — American Forum of the Air debuts from WNBW, Washington, to E&MW Nets; 4:30-5 pm Sundays.

Nov 2 — Buddy Rogers Show debuts on WJZ-TV; musical-variety show with guest stars.

NEWS DIGEST

A New Weekly Feature - Briefs from the Trade & General Press

VIDEO STATIONS NOW NUMBER 83 -- Opening of KBTV in Dallas this past week jumped the total number of operating stations to a new high of 83, with other recent additions being WFMY Greensboro, WTVN Columbus, KMTV Omaha, KECA Los Angeles and WLAV-TV Grand Rapids. As of September 1, according to the Television Broadcasters Association, sets in New York City number 755,000 and throughout the country, 2,310,000.

WOR-TV ANNOUNCES PROGRAMMING BREAKDOWN -- Evening programming over WOR-TV will begin on October 11, although the station will carry the World Series whenever that begins. A weekly time breakdown of programming hours was announced last week by the station: Musical Variety - 2 3/4hrs; Variety - 2½hrs; Comedy - 1¼hrs; Audience Partic.- 2hrs; Drama - ½hr; Sports Commentary - ½hr; Forum & Discussion - 2 hrs; Sports Events - 8½hrs; a Tuesday to Saturday, 7-11pm broadcasting schedule will be followed.

NBC STATION RATES GO UP NOV. 1 -- Effective the 1st of November, an evening hour on WNBT will cost $2000 as against the present $1500 hourly local rate. New rates for all NBC affiliates were announced by the network, which based the rise on the contention that the network will deliver four times as many television homes as it did a year ago - at 26% less cost per thousand. The network now numbers 25 stations and claims an available television audience of 2,225,000 families, with an expectation of 3,000,000 families by April 1950.....base network station rates per evening hour for representative stations follows:

WBZ-TV	Boston	$ 750	WNBK	Cleveland	$ 600	WDEL-TV	Wilmington	$ 200
WRGB	Schenect.	325	WSPD-TV	Toledo	300		non-connected	
WPTZ	Phila.	1000	WWJ-TV	Detroit	600	WSB-TV	Atlanta	250
WBAL-TV	Baltimore	550	WNBQ	Chicago	1000	WBAP-TV	Fort Worth	250
WNBW	Washington	500	WTMJ-TV	Milwaukee	350	KNBH	Los Angeles	900
WNBT	New York	2000	KSD-TV	St.Louis	425	KSTP-TV	Minn-St.Paul	325
WTVR	Richmond	250	WGAL-TV	Lancaster	200	WBTV	Charlotte	175
WBEN-TV	Buffalo	325	WLWT	Cincinnati	350			

ASCAP LICENSE FOR TV MUSIC APPROVED -- New deadline for negotiations between ASCAP and the Television Industry is October 15. Extension beyond the Sept. 30 original date was made necessary by failure to complete negotiations. In sessions last week, fifty broadcasters agreed on fees they would be willing to pay for a blanket license to ASCAP music, but details still have to be worked out on behalf of those stations which would prefer to pay on a per program basis. When reached, the agreement will be retroactive to January 1, 1949.

UNIONS MEET OVER TV AUTHORITY -- Union members of the Associated Actors & Artistes of America reconvened in New York last Thursday in still another effort to set up a joint TV Authority to represent Talent. Stumbling blocks are still the contention by Screen Actors Guild and Screen Extras Guild that film programming will eventually dominate, and so why have control of the Authority go to the numerically dominant Eastern unions, which are fighting for voting power based on per capita membership.....meanwhile, the threat by members of the Radio & TV Directors Guild to walk out of NBC unless a contract was forthcoming has paid off in recognition by the network of Guild demands for a contract to cover minimum wages for 45 directors, associate directors, floor managers and program assistants. Negotiations are expected to end in agreement within the week.....See Page 12 for more News.

PROGRAM	NET	DAY & TIME	GUESTS	SPECIALTY
Actors Studio Oct 5	ABC	Wed 8-8:30pm	Ann Shepherd Robert Carroll Ann Hegira Al Ramsen Jerry Stone Cy Chermak	"Terror in the Streets" by Robert Lowry; adapted by Doris Frankel
Arthur Godfrey & Friends Oct 5	CBS	Wed 8-9pm	Paul Winchell Burl Ives	Ventriloquist Balladeer
Cavalcade of Stars Oct 1	DuM	Sat 9-10pm	Kitty Carlisle Tito Guizar Jean Carroll The DeMarlos The Rockettes	Singer Singer Comedienne Dancers Dancers
Celebrity Time Oct 2	ABC	Sun 10-10:30pm	Tommy Henrich Minerva Pious	Ballplayer Actress
Chevrolet Tele-Theatre Oct 3	NBC	Mon 8-8:30pm	Paul Lukas Valerie Bettis Louis Beachner Dora Clement Charles G. Martin Barbara Townsend	"The Unguarded Moment" by Ernst Lehman; adapted by Eleanor Tarshis & Harry W. Junkin
The Clock Oct 5	NBC	Wed 8:30-9pm	Bill Darrid Henry Calvin Ed Latimer Sylvia Cole Moultrie Patton	
Colgate Theatre Oct 3	NBC	Mon 9-9:30pm	Nancy Coleman Dean Harens A.J. Herbert	"Picture of the Bride" by Hal Thompson; adapted by William L. Stuart
Fireside Theatre Oct 4	NBC	Tue 9-9:30pm	"Like Money in the Bank" adapted by Don Martin & "The Magic Skin" by Balzac; adapted by Don Martin	
Ford Theatre Oct 7	CBS	Fri 9-10pm	Fredric March Lilli Palmer Edgar Stehli E.G. Marshall Robert H. Harris John Marriott	"20th Century" by Ben Hecht-Charles MacArthur-Charles Millholland;adapted by Norman Lessing
Front Row Center Oct 2	DuM	Sun 7-8 pm	Georgie Kaye Phil Leeds Hal Loman Joan Fields Marion Bruce	Comedian Comedian Dancer Dancer Singer

PROGRAM	NET	DAY & TIME	GUESTS	SPECIALTY
H'wood Screen Test Oct 1	ABC	Sat 7:30-8pm	Phillip Reed Cloris Leachman Constance Ford Robert Quarry Elyse Weber	Actor Actress Actress Actor Singer
Inside Show Business Oct 2	CBS	Sun 7:30-8pm	Duke Ellington Ginnie Powell Lou Parker	Musician-Composer Singer Comedian
Kraft Theatre Oct 5	NBC	Wed 9-10pm	Larry Fletcher Pamela Rivers Vaughn Taylor Dorrit Kelton Helen Stenborg Myrtle Ferguson	"Apple of His Eye" by Kenyon Nicholson & Charles Robinson; adapted by Howard Lindsay
The Music Room Oct 2	ABC	Sun 9:30-10pm	Elaine Malbin Marga Hanson Deanne Muenzer Stan Harper	Singer Harpist Harpist Harmonica Player
Olsen & Johnson Sept 29	NBC	Thu 9-10pm	The Pitchmen Lola & Lita J.C.Olsen	Musicians Jugglers Comedian
Photoplay Time Oct 3	ABC	Mon 8:30-9pm	Wendy Barrie Winifred Heckman Leon Barzin Gloria Swanson	MC Opera Singer Symphonic Conduc'r Actress
Philco Playhouse Oct 2	NBC	Sun 9-10pm	Claire Luce Margaret Phillips Paul McGrath Nelson Case Ann Dere	"The Queen Bee" by Edna Lee;adapted by Sam Carter,NBC
Studio One Oct 3	CBS	Mon 10-11pm	Katherine Bard James MacColl Una O'Connor Emily Lawrence Henry Barnard	"Mrs. Moonlight"
Texaco Star Theatre Oct 4	NBC	Tue 8-9pm	Pat O'Brien Beatrice Kaye Paul&Paulette Trio	Actor Soubrette Acrobats
Toast of the Town Oct 2	CBS	Sun 8-9pm	Ethel Waters Blackburn Twins Howard Lang Frank Parker Viera & His Monkeys Paul Gray	Singer Dancers Dancer Singer Animal Novelty Comedian

INDEPENDENT PRODUCER PROFILE

MARTIN STONE ASSOCIATES 4 West 58th St. MU 8-0585

PERSONNEL:

Martin Stone	- President	Wm. Dorais	- Public Relations
Hal Schaffel	- Production	Harriet Halsband	- Production Super.
Richard K. Doan	- Admin,Promo	Allan Stone	- Merchandising Dir.
Jerry Coopersmith	- Script	Milton Neil	- Art Director
Alan Brandt	- Publicity	Virginia Gilmore	- Program Development

BACKGROUND: This top independent Television producer first clicked with his radio version of Author Meets the Critics over an Albany station back in 1941. Foreswearing his upstate legal practice, he built this show into NBC network proportions; then plunged into radio and TV operations in an extremely business-like manner.....his Americana and Gulf Road Show were NBC-TV bulwarks last year... his Howdy Doody - to which he controls all licensing rights - is fast becoming a national institution.....with two other former lawyers on his staff, he moves judiciously.

PERSPECTIVE: One would think that with some 29 Howdy Doody licensees already in the fold (dolls, watches, records, etc.), Stone might consider foreswearing production as well as his legal practice. However, his well-rounded staff, operating out of well-appointed penthouse offices, is delving into diverse program types - calling for medium to high budgets and top sponsors.....Stone has not deserted AM Radio. His Author Meets the Critics remains an ABC Sunday radio feature, and his Something Ought to be Done is a long-standing WMCA program.....but he is making a concerted effort to build a TV reputation as a builder of all types of packages.

PRESENT STATUS: Author Meets the Critics moves to WJZ-TV on October 3 (see Page 1).

Howdy Doody - rights to which Stone acquired through an early association with Bob Smith - is steadily developing as a program and "extras" bonanza - the Mickey Mouse of this generation. It is aired daily over the entire NBC-TV network.

Americana - the popular adult quiz featuring Ben Grauer and a panel of teen agers who identify dramatic sequences - is temporarily off the air after having been sponsored over NBC-TV by Firestone.

Counsellor-At-Law - Dream Girl - Street Scene are three impressive Elmer Rice titles that have been acquired for production. Plans call for the development of the first into a weekly dramatic series (see page 11 - packages available)... actress Virginia Gilmore - who is working on program development - is expected to enlist the talents of Betty Field as well as Norman Corwin and Jan Struther, among others of established repute, in creating dramatic and other packages.

Other packages that are available are carried on Page 11.

PRODUCTION METHODS: HOWDY DOODY

This five-a-week show calls for a tight, well-organized rehearsal and production schedule. Eddie Kean, who writes the program, stays from two days to two weeks ahead of airing. At a weekly conference on Thursday or Friday - attended by everyone who has anything to do with the program - Kean outlines the daily story. This consistently is built around songs and stories by Bob Smith and his puppets.....only part of the format that changes day-to-day is the commercial (see Sept. Monthly)..... Daily rehearsals are split up as follows: 1:15-2:15pm - commercials, with cameras but without Smith; 3:15-5pm - full rehearsal; 5:30-6pm - On the Air; commercial copy is received a day ahead, and the commercials rehearsal is agency-supervised.....color television is awaited as a boon to the already colorful Howdy Doody character.

PACKAGES AVAILABLE

The following listings--including prices--were furnished by the Packagers listed.

GEORGE ABBOTT TELEFEATURES, Inc 630 5th Avenue CI 5-5820 Helen Marcus

Cotton Tales - 15 minute, 5 times weekly children's serial; rabbit tells stories to children in fanciful and humorous manner.

Faith, Hope & Charley - Adventures of George Abbott's favorite family in half hour weekly serial.

A Touch of Genius - Half hour weekly musical comedy serial involving the experiences of two young men in New York looking for work, an apartment, and women.

V.S. BECKER PRODUCTIONS 562 5th Avenue LU 2-1040 Viola S. Becker

Hi, Fella - Half hour show with Bob Harter and his stooge, a little girl; set is replica of playground; children studio guests play on swings, with toys,etc; program is dedicated to a different school locally before joining network.

Your Handwriting Is You - 15 minute one or more times weekly; features noted graphologist Helen Cartwright in audience participation show; studio interviews and dramatized case records; viewers' handwriting analyzed.

Tale O' Gold - Half hour musical story quiz; features MC and orchestra in home viewer participation; song titles thread story together;features unusual jackpot.

MILTON H. BLACKSTONE TV ATTRACTIONS 1697 B'way-Rm 1201 JU 6-2756

Club Ebony - Half hour once weekly all-colored musical revue; utilizes special effects and minimum of sets; Producer - Gene Starbecker; range $2000.

If They Could Speak - Half hour dramatic production of original stories by Claras Rieger; factual stories of historic events utilizing little known facts that have turned the tide of history. Available - approx. $6000 with Broadway talent.

Plights of Penny - 15 minute twice weekly situation satire with Penny Malone and comic Lee Krieger, and 3-piece vocal-instrumental group; Writer - Jerry Alden; Available - approx. $800 per show.

CITADEL TELEVISION FILM CO. 1450 Broadway WI 7-7134 Lee Orgel

Those Zany Browns - Half hour situation comedy with music featuring the Brown family: tenor Dick Brown, baritone Jack Brown and dancer Charlotte Fayne Brown; guests; Available - approx $2800.

Keyboard Kapers - 15 minute musical show featuring an organ and piano team;Available - approx. $8000 for five per week.

Vaudeville Scrapbook - Half hour variety show which recreates old time vaudeville bills; features permanent well-known vaudeville team and guest acts. Available - approx. $4500.

JACQUES FRAY ENTERPRISES 699 Madison Avenue RE 7-3576 Jack Munhall

The Music Room - Musical variety show, half hour weekly, with Conrad Thibault, Jacques Fray and guests; Available - approx. $2500; now on ABC,9:30-10pm Sun.

CINETEL CORPORATION 119 West 57th Street JU 2-4813 Ed Woodruff

The Hawaiian Beach Party - Filmed package direct from Honolulu; features musical plus interviews; Available - approx. $1500 weekly.

13 Feature Films - A variety of subjects, each running about 1 hour 20 minutes; Complete Package Available - approx. $39,000.

13 Short Subject Films - A complete variety of short subjects, running time about ten minutes each; Complete Package Available - approx. $6500.

CONSOLIDATED PROGRAMS INC 101 Park Avenue OR 9-0785 William Tracy

Praise For The Living - A series of half hour weekly popular syndicated newspaper stories adapted for TV; show stars Irene Rich plus top supporting cast; Available - as half hour weekly approx. $5500; 3 fifteen minute per week -approx.$7000

Ten Per Cent Thomas - Half hour situation comedy featuring Gil Lamb; Available - approx. $3750 per week.

Today's Woman - Half hour weekly dramatizations of features from publication of the same name; Producer-Director - Fred Bethel; Available - approx. $5000 weekly.

EHRLICH-O'MALLEY 551 5th Avenue MU 7-5224 Sheelagh O'Malley

Carl Green's Playground - Half hour children's show with Carl Green, Radio's National Peabody Award winner of 1948; use playground set; puppets, music, guests; semi-audience participation; Available - approx. $1500.

Success Story - 15 minute five times weekly woman's show; features the life story of successful American women; live interview and film; Available-approx.$800 per.

MILDRED FENTON PRODUCTIONS 40 East 49th Street PL 9-8266

Look Photocrime - Half hour weekly mystery series with Chuck Webster and supporting cast; now on ABC, 8:30-9pm Wednesdays.

Fun & Fortune with Jack Lescoulie - Half hour once weekly audience participation quiz show; stars MC Jack Lescoulie.

The Wife Saver - Allen Prescott in half hour once weekly women's show.

HILE-DAMROTH 320 Broadway WO 4-2478 John Fuller

Munro Leaf Clubhouse - Half hour kid's show features author of "Ferdinand the Bull"; children participate in various clubhouse activities.

Say Can You See - Half hour audience participation in a visual quiz using Hile-Damroth Black Magic Board; MC - John Reed King.

Curtain Call - Series of half hour dramatic originals by Percival Wilde; cast to include well-known professionals.

JACK PARTINGTON TV PRODUCTIONS 1501 Broadway LO 3-0029

Drugstore Follies - musicomedy revue; original music,dances,sketches and overall story line; show built around goings-on in typical Broadway theatrical drug store.

'Round the World Revue - Bright musical revue with original music, songs, dances and sketches; scene is laid in a different country each week.

WEST HOOKER TELEFEATURES INC 2 West 46th Street JU 2-3026

Peace of Mind - Half hour dramatic series based on Joshua Loth Liebman's best seller; Available - approx. $3900 (price subject to change, according to possible variations in format).

Kids Athletic Club - on WNBT Mondays 6-6:30pm; two teams of pint-sized athletes from boys' clubs in and around NY compete in a variety of sports events for the Kids AC Championship trophy, the winning team defending its title for the following week; Available - $775 commissionable, including everything except air time.

The Flame Show - The Three Flames and 3 guest stars in a hot colored revue with the emphasis on comedy and variety; Available - $1000 per half hour commissionable, including everything except air time.

ROBERTS & CARR PRODUCTIONS 215 East 49th Street PL 9-3408 Bob Roberts

The Journal of Jonathan Blake - Half hour once weekly detective story built around central character with unusual method of narration and plot integration; Writer - Alfred Hearn Davis; Available - approx. $4500.

It's Your Turn - One hour weekly big-name variety show; uses novices and professionals in every field and phase of living; Talent Packager - William Morris; Writer - Milton Pascal; Available - approx. $10,000.

The Dog House - Humorous five minute across-the-board series centered around every day family experiences; with viewer participation; Writer - Milton Pascal; Available - approx. $1500 to $2500.

PAUL SMITH ADVERTISING INC 24 West 45th Street MU 7-8337 Robert Smith

Whodunit? - Half hour once weekly show featuring Bob Sylvester of the NY Daily News and celebrity experts who would attempt to identify personalities in very old newsreel shots; viewing audience invited to participate by telephone; Available - approx. $1200 range.

Potash and Perlmutter - Half hour comedy-variety show with the familiar cloak & suiters re-cast as vaudeville agents, with Saul Tepper as Potash; also features entertainers presumably looking for bookings from the Potash and Perlmutter agency; written by Elizabeth Glass, daughter of Montague Glass, creator of the characters.

Hot Off The Press - 15 minute once or five times weekly news of the day; done musically in blues style; features Joe Bushkin & his Music Section; news by songwriter John DeVries; Available - approx. $5000 per week.

MARTIN STONE ASSOCIATES 4 West 58th Street MU 8-0585

Counsellor-at-Law - Half hour weekly dramatic series with top name in title role; adaptations to be done by Elmer Rice: Available as high budgeted show.

Mystery Prince - 15 minute 3 or 5 times weekly Buck Rogers type show for teenagers; Writers: Jerry Coopersmith & Ted Sturgeon; Available:range of $2500-$3500.

Inspector Magruder - Half hour once weekly psychological mystery of 'private eye' type; Writers - Jerome and Harold Prince.

DOUGLAS STORER 1270 Sixth Avenue CI 7-6325

Believe It Or Not - Half hour once weekly show uses dramatizations and guests; merchandising and promotion tie-up includes newspaper and traveling "Believe It Or Not" exhibits; kinesc. also available.

Pocketball Theatre - Half hour or full hour dramatized series based on the adaptations of the nationally distributed Pocket Book novels.

Dale Carnegie - 15 minute program based on "How To Win Friends&Influence People."

TELENEWS PRODUCTIONS INC 1600 Broadway CI 7-7364 Charles Burris

Telenews Daily - Currently on WCBS-TV Mon-Fri 10 minutes before end of transmission; news and film clips with CBS staff announcer; Available - approx. $1000 per week.

Telenews Weekly - on WABD 6-6:30 Sundays; newsreel reviewing news of the week with narration by Hugh James; Available - approx. $300.

This Week in Sports - 15 minute film series on top sports events now on WCBS-TV 10-10:15pm Tuesdays for Sheaffer Pen; completely voiced and scored; series now available in markets not covered by Sheaffer Pen Co. or independent station sales.

WORLD VIDEO 15 East 47th Street PL 9-3870 Henry White

Help Wanted - Half hour once weekly show based on getting people jobs; features name MC; Available - approx. $2500 per half hour.

Now You See It - Half hour of music and magic with Richard Himber and Orchestra plus guest magicians; Available - approx. $3250.

NEWS DIGEST (Continued)

SERIES TELECASTING SCHEDULE SET -- DuMont, which is acting as coordinator for the Network pool set up in cooperation with Gillette and Mutual, has announced the telecasting schedule, assuming that no delay is necessatated by league playoffs.....Games will be carried by all stations at 12:45pm unless from St. Louis, when the time will be 1:45pm EST. Slightly biased though we be, this corner predicts that Brooklyn will face New York at the Yankee Stadium at 12:45pm Wed, Oct 5. In the event that this prediction falls flat, subscribers who call may have our tickets to the opener. In any event, the telecasting schedule is as follows:

Wed(5) & Thu(6) - at American League; Sat,Sun,Mon - at Nat'l; Wed,Thu - at American.

The Pilgrim Theater in Boston has paid $10,000 to the Baseball Players' Retirement Fund for rights to large-screen TV projection of the Series. Fabian-Fox in Bklyn was first.

WASHINGTON COLOR HEARINGS -- The CBS method of color telecasting was hard it by trade press stories to the effect that members of the Radio Manufacturers Association had voiced disapproval of the system which would require modification of present sets. Instead, they urged the adoption of a "compatible" system - one that would not interfere with present black and white sets. One dissenter, David Smith, president of Philco, stated (according to NYTimes) that some shows such as baseball and prizefights are much better in black and white. Hearings continue this week and will feature some closed circuit demonstrations.

Ross Reports

on Television Programming

a weekly service for subscribers

New York

WALLACE A. ROSS
150 East 54th Street
New York 22, N. Y.
PLaza 9-3685

EDITOR : Henry Colman
RESEARCH: Steve Kaplan

VOL. 1 NO. 8
SUPPLEMENT B

Oct 9 - Oct 15, 1949

THIS WEEK ---- DEBUTS, HIGHLIGHTS, CHANGES

Sun (9) - ABC(Ch7) 10:30-11pm; DEBUT - Youth On The March; from WFIL-TV Phila to E&MW Nets; religious program with Rev. Percy Crawford and the musical & choral groups from the Young People's Church, sponsor; Agency - J.M. Camp, Phila.

All Stations 1:45-4:30pm; HIGHLIGHT - World Series; Mon, Wed, Thur - 12:45pm.

NBC(Ch4) 6-6:30pm; DEBUT - Hank McCune Show; on WNBT local; via kinescope from KNBH Hollywood; situation comedy series with Hank McCune, Arthur Q. Bryan & others; Producer-Director - Harold Schuster.

Mon(10) - CBS(Ch2) 4-4:30pm; DEBUT - Homemaker's Exchange; from WCBS-TV to E&MW Nets; Louise Leslie in women's program featuring household hints, etc; Packager - Harvey & Howe; Director - Ken Redford,CBS.

Tue(11) - WOR(Ch9) 7-7:15pm; DEBUT - Joan Roberts Show; on WOR-TV local; Tues thru Saturday; musical variety show with guests.

WOR(Ch9) 7:15-7:30pm; DEBUT - Apartment 3C; on WOR-TV local; Tues, Thur,& Sat; Barbara & John Gay in domestic series; Pkgr - Harvey Marlowe.

WOR(Ch9) 7:30-8pm; DEBUT - John Reed King Show; on WOR-TV local; Tue & Thu; audience participation quiz with merchandise prizes.

WOR(Ch9) 8-8:30pm; DEBUT - The Handy Man; on WOR-TV local; MC Jack Creamer in a household hints show.

Wed(12) - NBC(Ch4) 8-8:30pm; DEBUT - Crisis; from WNBQ Chicago to E&MW Nets; a real life problem dramatized by unrehearsed actors; actual outcome disclosed at end; Producer-Director - Norman Felton,WNBQ.

- more -

THIS ISSUE

GROWING PAINS

We'd like your reactions to our new features - also your recommendations - also your advertising on the cover of our Monthly & Commercials Survey...pages close Wed.Oct.12

Wed (12) - WOR(Ch9) 7:15-7:30pm; DEBUT - Hazel Shermet; on WOR-TV local; Wed & Fri; comedy songs & unpublished tunes of viewers sung by Hazel Shermet; Packager - Tel-Air Assoc; Director - Al Garry, of Tel-Air.

WOR(Ch9) 7:30-8:30pm; DEBUT - Dinner At Sardi's; on WOR-TV local; MC Bill Slater in celebrity interview program; Packager - Marlo Lewis,at Blaine-Thompson Agency.

WOR(Ch9) 8:30-9pm; DEBUT - Al Siegel's Song Shop; on WOR-TV local; Wed & Fri; musical interlude; Packager - Ken Later, William Morris.

Thu (13) - CBS(Ch2) 10:15-11pm; HIGHLIGHT - Freedom House Awards; on WCBS-TV local; annual awards made for contributions to international peace;with Mrs. Eleanor Roosevelt, Louis Johnston, David Lilienthal, and General Lucius Clay.

PIX(Ch11) 7:30-8pm; DEBUT - The Truex Family; on WPIX local; situation comedy series with Ernest Truex, Sylvia Field, Barry & Sally Truex & guests; Sponsor - Gimbel Bros; Supervisor - Warren Wade, PIX; Director - Clay Yurdin,PIX; Writers - S.Kramer & Jas.Truex.

WOR(Ch9) 8-8:30pm; DEBUT - Toon-A-Vision; on WOR-TV local; musical variety and quiz show features singers Artie Malvin & Marcy Lutes, and cartoonist Tom Howell.

WOR(Ch9) 8:30-9pm; DEBUT - Meet Your Match; on WOR-TV local; MC Red Benson in audience participation show.

Fri (14) - NBC(Ch4) approx 10:45-10:50pm; DEBUT - Sport Highlights Of The Week;from WNBT to E&MW Nets; filmed highlights of top sport events;follows "Greatest Fights Of The Century;" Sponsor - Bond Clothing Co; Agency - Cayton; Supervisor - Allan Black, Cayton.

WOR(Ch9) 7:30-8pm; DEBUT - The Road To Success; on WOR-TV local;Moderator Richard DuBois introduces inventors & their creations; Packager-Max Rosenbaum.

WOR(Ch9) 9-11pm; DEBUT - Old Knickerbocker Music Hall; on WOR-TV local; variety show from cafe of same name features gas light era entertainment; Packager & Commentator - Paul Killiam.

Sat (15) - WOR(Ch9) 7:30-7:45pm;DEBUT-Stan Lomax Show; on WOR-TV local; sports highlights of the week featuring Universal sportsreel; Sponsor - La-Primadora Cigars; Agency - Pedlar & Ryan.

WOR(Ch9) 7:45-8pm; DEBUT - Dorothy Carless; on WOR-TV local; piano & song; Packager - Ken Later, William Morris.

WOR (Ch9) 8:30-9pm; DEBUT - What Happens Now on WOR-TV local; unrehearsed dramatic program with situations suggested by viewers; cast includes Cecily Burke, Jean Rugsley, Joyce Gordon, Ross Martin, Larry Blyden & Charlie Mendick; Packager - Persons Prods; Dir-Hal Persons.

LAST WEEK'S DEPARTURES

PIX -- Bob Dunn Show on WPIX local; 7:30-8pm; departed Thursday Oct 6.

THIS WEEK'S TIME CHANGES

ABC -- ABC Barn Dance now 9-9:30pm Mondays.

CBS -- Vanity Fair now 4:30-5pm Mon thru Fri; Classified Column now 3:45-4pm Mon thru Fri; Ted Steele now 5-5:30pm Mon thru Friday.

PIX -- Voice Of The People now 7:30-8:30pm Sundays.

THIS WEEK'S TITLE CHANGES

CBS -- This Is Show Business;7:30-8pm Sundays; formerly "Inside Show Business," originally "This Is Broadway."

PIX -- Minute Mysteries; 8:30-8:45pm Mondays; formerly "The Unknown."

LAST WEEK'S TIME CHANGES

CBS -- Sugar Hill Times now 8:30-9pm every-other-Thursday; alternates with "Inside USA With Chevrolet."

FUTURES

(Announcements Made During Past Week)

Oct 16 The Supper Club returns from WNBT to E&MW Nets; 8-8:30pm Sundays; TV version of AM show with Perry Como, Fontane Sisters, Mitchell Ayers & Orchestra; Sponsor - Chesterfields; Agency - Newell-Emmett; Super - Ran Dunnell, N-E; Producer - Bob Moss, N-E; Announcer - Martin Block.

Oct 16 Colgate Theatre starts new time; 8:30-9pm Sundays; from WNBT to E&MW Nets; dramatic adaptations and originals with stars and supporting players; Agency-William Esty; Director - Hal Keith, NBC.

Oct 17 Lights Out from WNBT to E&MW Nets; 9-9:30pm Mondays; psychological drama gets new time and sponsor; Sponsor - Admiral; Agency - Kudner; Producer - Ernest Walling, NBC; Director - Kingman T. Moore, NBC.

Oct 25 City At Midnight debuts on WNBT local; 11-12pm Tues; dramatized true stories telecast "on location" in Manhattan; Sponsor - Bedford Stores; Agency - Elliott Nonas; Packager - United Prods; Producer - Lou Dahlman, of United.

Oct 27 Crusade In Europe departs from WJZ-TV to E&MW Nets; 9-9:25pm; Film series of Eisenhower's book; Packager - March Of Time; Sponsor - Time; Agency - Young and Rubicam; ends 26 week cycle.

Oct 30 American Forum Of The Air returns from WNBW Wash to E&MW Nets; 4:30-5pm Sun; discussion of significant issues by public figures with MC Theodore Granik.

Nov 4 We, The People switches to NBC; 8:30-9pm Fridays; to E&MW Nets; interview program with MC Dan Seymour; simulcast; Sponsor - Gulf; Agency - Young & Rubicam; Producer-Director - James Sheldon, Young & Rubicam.

November Yours Truly, Johnny Dollar debuts on WCBS-TV to E&MW Nets via kinesc from KTTV Hollywood; time & date to be announced; musical variety with Charles Russell; Director - Ralph Levy,CBS; Writers - Paul Dudley and Gil Doud.

NEWS DIGEST

Briefs From the Trade & General Press

TV AUTHORITY NEGOTIATIONS FAIL -- The five Eastern union heads yesterday (6) issued a four page statement reiterating their offer to negotiate all jurisdictional differences with the Screen Actors Guild. Meetings in NY have failed and are recessed indefinitely. The Eastern group has accused SAG of starting a "public-be-damned jurisdictional war that could bring about needless upheaval in show business." At one point, SAG was offered complete jurisdiction over television films in the hope that it would join the TV Authority, but failed to accept. Trade press reported James C. Petrillo wooing the screen actors for his American Federation of Musicians. Petrillo is at present involved in a jurisdictional dispute with the American Guild of Variety Artists.

COLOR COMPETITORS TESTIFY -- TV color hearings in Washington went into their second week as representatives of CBS and RCA upheld the merits of their respective color systems. Frank Stanton called for a decision now because it would "bring about the stability of the industry." The CBS system had previously been termed "non-compatible" by the trade press.
RCA, with a system that will not interfere with reception by present black and white sets, plans to use converters. Estimates on these have ranged as high as $145.Opinion is that the public does not want converters. Latest trade press announcement quotes Dr. Peter Goldmark of CBS who claims they can retail a 10 inch color set for $220. (Variety & Television Daily)

SET PRODUCTION IN '49 OVER 2 MILLION -- The Radio Manufacturers Association this week predicted that production of television sets for 1949 will be well over two million. August production was double that of July. Estimated industry-wide sales are now 200,000 sets per month.

TOP TV AUDIENCE FOR WORLD SERIES -- Television Broadcasters Association this week released figures on World Series televiewing. Games are carried by 54 stations in 29 cities through network facilities....estimated audience between 17 and 20 million....2 million receivers with 8 to 10 persons per set; (sets in store windows, bars and other public places account for high audience average.)

ABC'S NEW TRANSMITTER SITE -- ABC this week filed a formal application with the FCC for a permit to transfer its transmitter site to the Empire State Building. Agreement with NBC gave ABC share of space and $400,000 annual rental fee. ABC transmitter is now situated atop the Hotel Pierre. Transfer will not interfere with transmission.

BRITISH COLOR SYSTEM OFFERED U.S. -- Variety (5) reported Pye Ltd. of London offering a complete color system for sale. The unit,made up of transmission equipment, camera, and a group of receivers, is packaged at $70,000. The company, hoping for a NY demonstration, offers the system for outright purchase or loan on reasonable terms to organizations or commercial concerns who could use color television in their work.

FILM COUNCIL MAKES MARKET SURVEY -- The distribution committee of the National TV Film Council has ordered a survey of television market areas in the country. Object is to effect standardized charges for film rentals. System will be based on number of sets in broadcasting area and/or station time rates.

PROGRAM	NET	DAY & TIME	GUESTS	SPECIALTY
Actors Studio Oct 12	ABC	Wed 8-8:30pm	Jessie Royce Landis Don Hanmer Nancy Franklin Joe Sullivan William Lee John Marley	"It's A Free Country" by Robert Lowry;adapted by Howard Rodman.
A.Godfrey & Friends Oct 12	CBS	Wed 8-9pm	The Hawaiians	Singers & Dancers
Author Meets The Critics Oct 10	ABC	Mon 8-8:30pm	Arthur Garfield Hayes Merle Miller	"The Sure Thing" by Merle Miller
Cavalcade of Stars Oct 8	DuM	Sat 9-10pm	Marie McDonald Cab Calloway Gil Lamb Martin Bros. Wayne-Marlin Trio	Actress Band Leader Comic Tap Dancers Acrobats
Celebrity Time Oct 9	ABC	Sun 10-10:30	Louise Allbritton Richard Himber	Actress Band Leader
Chevrolet Tele-Theatre Oct 10	NBC	Mon 8-8:30pm	Irene Rich Ralph Locke Mary Malone Jim Stevens	"Leave It To Mother"
The Clock Oct 12	NBC	Wed 8:30-9pm	Edgar Stehli Eva Marie Saint Bernard Lenrow Joe Downing Dort Clark John Boraff	"The Prisoners" adapted by Bill Berns.
Colgate Theatre Oct 10	NBC	Mon 9-9:30pm	Kathleen Comegys Anna Minot Mort Stevens Stuart Nedd Kate McComb Amelia Barleon	"Grandma, Born Alice" by Sylvia Berger.
54th Street Revue Oct 14	CBS	Fri 9-10pm	Carol Coleman	Comedienne
Ford Theatre Oct 7	CBS	Fri 9-10pm	Frederic March Lilli Palmer Edgar Stehli E.G. Marshall Robert H. Harris John Marriott Nancy Pollock	"Twentieth Century" Hecht-MacArthur;adapted by Norman Lessing.

Permanent Cast Not Listed Here - Carried In Monthly Breakdown

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TALENT SHOWSHEET (Continued)

PROGRAM	NET	DAY & TIME	GUESTS	SPECIALTY
Front Row Center Oct 9	DUM	Sun 7-8pm	J.C.Heard	Drummer
H'wood Screen Test Oct 8	ABC	Sat 7:30-8pm	Rod Cameron Kem Dibbs Adele Robertson Patricia Wymore	Lead Actor Actor Actress Actress
This Is Show Business Oct 9	CBS	Sun 7:30-8pm	Shirley Booth Red Norvo Sue Ryan Gene Martin	Actress Vibraphone Comedienne Singer
Kraft Theatre Oct 12	NBC	Wed 9-10pm	Valerie Cossart Warren Parker Nancy Ross Enid Markey Jean Fuller Lawrence Fletcher	"Your Friendly Nabors" an original by Joe Bates Smith.
Leave It To The Girls Oct 9	NBC	Sun 8:30-9pm	Lawrence E. Spivak Harriet Van Horne Nancy Kelly	Editor & Publisher Columnist Actress
Music Room Oct 9	ABC	Sun 9:30-10	Conrad Thibault Jacques Fray Camilla Williams Mary Osborne Grace Castenetta	MC Pianist Singer Guitar Piano
Olsen & Johnson Oct 13	NBC	Thu 9-10pm	Bobbie Brandt Dorothy Jarnac Ladd Lyon The Aldins	Dancer Pantomimist Acrobat Novelty Act
Philco Playhouse Oct 9	NBC	Sun 9-10pm	John Beal Haila Stoddard Raymond Bramley George Keane	"Something's Got To Give" by Marion Hargrove; adapted by Sam Carter.
Photoplay Time Oct 10	ABC	Mon 8:30-9pm	Wendy Barrie Rod Cameron Tom Glazer	MC Actor Folk Singer
Say It With Acting Oct 9	NBC	Sun 6:30-7pm	Detective Story vs. Blackouts	
Studio One Oct 10	CBS	Mon 10-11pm	Richard Hart Felicia Montealegre Robin Craven J.W. Austin Leslie Barry	"The Light That Failed" by Rudyard Kipling; adapted by Gerald Goode.

TALENT SHOWSHEET (Continued)

PROGRAM	NET	DAY & TIME	GUESTS	SPECIALTY
Silver Theatre Oct 10	CBS	Mon 8-8:30pm	Faye Emerson John Loder Florence Halop Allan Nixon	"Till Death Do Us Part" by Leslie Charteris; adapted by Keith Winters.
Suspense Oct 11	CBS	Tue 9:30-10pm	Bela Lugosi Romney Brent Ray Walston Mary Howes Frank Marth	"Cask Of Amontillado" by Edgar Allen Poe; adapted by Halsted Welles.
Tonight On Broadway Oct 9	CBS	Sun 7-7:30pm	Arnold Moss Frances Reid Nina Foch Carl Benton Reid Phillip Tonge	"Twelfth Night" by William Shakespeare.
Toast Of The Town Oct 9	CBS	Sun 8-9pm	Victor Borge Joey Bishop Gracie Barrie Pearl Bailey "Hot Lips" Page Joan Holloway	Pianist Comic Comedienne Singer Trumpet Dancer
Versatile Varieties Oct 14	NBC	Fri 9-9:30pm	Salo & Drake Thelma Lee Unger Twins Hal Barry	Tumblers Comedienne Novelty Act Comic
Who Said That Oct 8	NBC	Sat 9-9:30pm	Margaret Chase Smith Quentin Reynolds George Allen	Senator Author Columnist

LAST WEEK'S ARRIVALS

ABC - Author Meets The Critics-7:30-8pm Mondays.

CBS - Lamp Unto My Feet-4:30-5pm Sun; Overseas Press Club-5-5:30pm Sun; Burton Holmes Travelogue-6:15-6:30pm Sun; Tonight On Broadway-7-7:30pm Sun; This Is Show Business-7:30-8pm Sun; Silver Theatre-8-8:30pm Mon; Pantomime Quiz-10:30-11pm Tues; Bigelow Show-9-9:30pm Wed; Ed Wynn Show-9-9:30pm Thu; Man Against Crime-8:30-9pm Fri; Ford Theatre-9-10pm every-other-Friday.

DuM - The Plain Clothes Man debuted from WABD to E&MW Nets; 9-9:30pm Wed; mystery;Pkgr-Transamerican Bdcasting & TV; Director - William Marceau, DuM;Writer-Len Finger. Famous Jury Trials debuted from WABD to E&MW Nets; 9:30-10pm Wed; dramatized court cases; Sponsor - Local Chevrolet Dealers; Agency - Campbell-Ewald; Pkgr - Transamerican Bdcasting & TV; Directors - Charles Harrell, for Transamerican, Frank Bunetta, DuM; Writer - John L. Clark.

NBC - The Aldrich Family-7:30-8pm Sundays; Judy Splinters-5:15-5:30pm Mon-Fri; The Life of Riley-9:30-10pm Tuesday; Original Amateur Hour-10-11pm Tuesdays; Break The Bank - 10-10:30pm Wednesdays; Sponsorship of The Clock by Lever Brothers for Lux; Spry and Pepsident started Wednesday, Oct 5.

WEEKLY SHOW REVIEW

(This new weekly feature is designed to serve as a clearing house for production techniques which have made those shows which we review outstanding in their categories).

#1 - "STOP THE MUSIC"

DATE REVIEWED - October 6 - Thursday - 8-9pm - ABC SPONSORS - Admiral Corp (Kudner)½
PACKAGERS - Louis G. Cowan & Mark Goodson P. Lorillard (L&M)2nd½
SUPERVISORS - Alfred Hollander, Cowan; Bunny Coughlin, Kudner; Larry Holcomb, L & M.
PRODUCER - Charles Henderson for Cowan STAGED BY - Mitzi Mayfair (Henderson's wife).
ANNOUNCERS - Dennis James, Ken Williams CHOREOGRAPHY - Tony Charmoli MUSIC - Harry
TALENT - MC Bert Parks, singers Betty Ann Grove, Estelle Loring, Jimmy Blaine, Salter cartoonist Charles Luchsinger, dancers COSTUMES - Brooks SCENERY - Wm Lilling
TV DIRECTOR - Robert Doyle RATING - NYC Pulse for Sept 6-12 was 26.8 (10th).

How can you brand it just a "Giveaway Show" and outlaw it, when a program has twenty-two production song and dance numbers as well as 6 easy-to-take commercials and an MC and supporting talent that's just about the easiest to take of current video offerings? Since its AM Radio debut in March 1948 and its first telecast in May 1949, this brainchild of Howard Connell, Mark Goodson and Harry Salter has become a national trademark as famous, perhaps, as Lana Turner's sweater or U.S. Steel.

Reviewed last Thursday evening - October 6 - Stop The Music was exceptionally smooth from every production standpoint. A complex production schedule was adhered to in flawless fashion - even squeezing in an extra song in addition to all planned numbers...and smoothly executing a reshuffling of orchestra numbers. Some 9 phone calls were made to viewers; Bert Parks was zany and versatile as ever; the individual talent chores were professionally executed. One could almost inhale Dennis James' smoke rings.

But before announcer Ken Williams' first cry of "Stop the Music" was picked up at the program's outset, more than 38 hours of rehearsal time (26 hours dry and 12 hours plus on camera) had gone into preparing the show.

Formal rehearsals begin almost a full week before the telecast. But beforehand preparations by Henderson & Miss Mayfair, who were brought from the West Coast to produce and stage the telecast, are extensive - choosing songs, costumes, properties and planning with choreographer Tony Charmoli and ABC scenic designer Bill Lilling, as well as sandwiching in rehearsals of segments to be performed weeks hence.

- more -

An average rehearsal schedule takes the following form:

Friday - 11am-6pm - dance rehearsals with the sextet (3 boys, 3 girls) at Steinway Hall. Designs were first shown the previous Tues. or Wed.

Monday - 11am-2pm - Vocal rehearsals and costume fittings.
2pm-6pm - Dance rehearsals.

Tuesday- 11am-6pm - Dance rehearsals.
11am-1pm - Meet with scenic des'r
2pm-4pm - Parks-vocalists reh'se gags and specialties.
Later - all production numbers are rehearsed by Miss Mayfair and camera director Doyle for shot angles.

Wednesday - 10:45am-2pm - Orchestra-vocal rehearsals-Vanderbilt Thtr.
11am-7pm - 1st Camera rehearsals for entire company at ABC's Ritz Theater-no Orch.

Thursday - 12-3pm - Camera rehearsals with orchestra.
4:15-5:30pm - Dress rehearsal
5:30-6pm - Ironing out time snags, problems.
7:30-8pm - Audience warmup.
8-9pm - Telecast
9pm - bouquets,brickbats

PERSONNEL - Production of the program is almost entirely handled out of the Louis G. Cowan office - one of the more profuse radio and television packagers. Charles Henderson & Mitzi Mayfair who produce and stage the show have responsibility for the production policy. Henderson is a well-known composer with a solid Broadway and motion picture background. His wife, Miss Mayfair, made a name for herself in both the movies and Broadway legitimate productions. As a sideline, she and Donna Fargo have devised a projection system called "teleparancies" which has been used successfully on the west coast to cut scenic costs.....some 138 people are regularly employed on the show as compared to about 100 on the AM version.

STUDIO - The stage of the Ritz Theater is divided into three segments for the show: production numbers and commercials take stage center; orchestra is at right; and three dummy telephone switchboards with actresses posing as operators are at left (calls actually are placed from offstage). Also at left is Parks' special booth.....control booths are located where theatre boxes once were - left is TV control; right, Audio control. A balcony box has been converted into a sponsor booth; all merchandise seen on screen is actually televised by 2 cameras in the basement of the theater. There are 3 cameras on the body of the show; 10 receivers are located at points in the theater to aid in monitoring.

FORMAT - Aim is to project a fast-paced musical-variety revue with eye appeal and, at the same time, suspense in the giveaway theme. But the producers feel that there is enough entertainment in the musical game to insure success with or without the giveaways.....they point to the kinescoped West Coast debut of the show - without prizes - which went on against an important football game and pulled down a 45 Hooperating.....Basic production premises adhered to are: brevity & ingenuity. In the 22 weeks of telecasting no number has lasted for more than three minutes and some no longer than a minute and a half. Dance patterns have been kept intimate with the group held down to six. Songs are chosen for videogenic value - with "Louisiana Hayride" on the program reviewed seen as a "natural".....Timing is an exacting element dependent upon whether or not the "mystery melody" is guessed, length of Parks' telephone conversations, and the viewing of old and new jackpots. Six extra numbers are rehearsed (one was used last week), and cartoonist Chuck Luchsinger is used while sets are being changed.....there are ordinarily 9 to 10 calls per program as compared with 15 or so on AM radio.

TALENT - Of course, Parks predominates with his versatility and showmanship. Romantic tunes are handled by Estelle Loring and Jimmy Blaine, while Betty Ann Grove gets the swingy things to sing and dance. They seem to enjoy their work, actually disappointed when the "easy guesses" are picked up by viewers.

PRODUCTION COSTS - Budget for one telecast runs from $2700 to $3000 for talent, music and sets, props, costumes, etc. About $1000 of that goes for the scenery with an average of six sets needed for each show....some of course are stored for reuse.....merchandising of prizes is handled by Florence Muller and Alan Wallace at the Cowan office.

COMMERCIALS - Each sponsor has 3 commercials - none of them film. Admiral uses demonstration and humorous situations by the cast at the openning, middle and three numbers from the end of the first half. Old Gold uses Dennis James in a live monologue talked over dancing by the Old Gold package and match box.

TESTIMONIAL - Each "mystery melody" gains national interest & a deluge of mail. 'Nuff said. The members of the FCC probably are regular viewers.

WOR-TV PREMIERES EVENING PROGRAMS THIS WEEK - WITHOUT FANFARE

The most unusual station debut of all seven in the New York City area takes place this week when WOR-TV begins regularly-scheduled evening programming. Unique in that it has indulged in no fanfare whatsoever - putting Joan Roberts on the air Tuesday at 7pm without so much as a siren blast - tne station will carry a 20 hour program schedule calling for 4 hours daily - Tuesday through Saturday.

Dedicating the station to enriching television as a home medium through the bringing of personalities into the living room, Julius F. Seebach, VP in Charge of Program Operations has announced a breakdown calling for: 2 & 3/4 hours of musical variety shows; 2½ hours of variety; 1¼ hours of comedy; 2 hours of audience partic; ½ hour of drama; ½ hour of sports commentary; 2 hours of forum; 8½ hours of sports events.....no plans for film programming have been made, although the station has telecasting equipment for 16mm prints or kinescopings and will have 35mm facilities early next year. These facilities are available to sponsors wishing to buy time for a film feature, documentary or advertising.

Familiar AM Radio features like Dinner at Sardi's (an offshoot of the luncheon show), Meet Your Match, and John Reed King will bulwark the early programming, supplemented by the offerings of individual package producers, who are airing their programs in hopes of a predetermined split with the station should the show be sold. The station itself is doing little or no staff programming, and what it is doing is being handled by converted AM staffers who have been dry-running their radio shows for some time now.

The station has already demonstrated a fine, clear signal. With a 760-foot transmitting tower above the Palisades, it has been operating on an equipment test basis since August 14, covering Brooklyn night baseball games and the current World Series contests. The September TelePulse reports that during the week it covered, a larger audience watched WOR-TV than the other two stations carrying Brooklyn night games (9.4 to 8.8 & 4.0 - Radio Daily). Live programs will originate from the New

-next page-

WOR-TV (Ch 9) TENTATIVE PROGRAM SCHEDULE

Time	Tuesday	Wednesday	Thursday	Friday	Saturday
7 pm	Joan Roberts	songs --- acro	ss the board		
7:15	Apartment 3C (sit.comedy)	Hazel Shermet songs	Apt. 3C	Hazel Shermet	Apt. 3C
7:30	John Reed King (Flagstaff Foods)	Dinner At Sardi's	J.R.King	Road To Success	Stan Lomax Dor. Carless
8 pm	The Handy Man		Toon-A-Vision	Protege (Tentative)	Magic In Air (Tentative)
8:30	Boxing White Plains	Al Siegel Song Shop	Meet Your Match	Al Siegel Song Shop	What Happens Now
9 pm	starts Oct. 18th	Boxing from N.Y.A.C. starts 19th	Boxing B'way Arena starts 27th	Old Knick Music Hall	Wrestling B'way Arena starts 15th

Dumont Television Network - 515 Madison Ave - MU 8-2600

WABD(Ch 5) - Studios: John Wanamaker,Astor Pl-MU 8-2600

EXECUTIVES

Dr. Allen B. DuMont	- President	J.L. Caddigan	- Prog, Prod Dir
Mortimer W. Loewi	- Director	L.G. Arries	- Dir Spcl Evts,Sport
Chris J. Witting	- Executive Asst	Tom Gallery	- Dir of Sales
Julian Armstrong	- Asst Net Dir	Gerald Lyons	- Dir Pub Rel, Pub
Rodney D. Chipp	- Engineering Dir	A.C. Schofield	- Dir Sls Prom, Adv
Walter Compton	- WTTG Mgr	Joseph Merkle	- Mgr, Sta Rel
Donald Steward	- WDTV Mgr	Alfred McQuillan	- Mgr, Net Research
		Edward P. Carroll	- Mgr, Teletranscrpt
		Robert Jamieson	- Mgr, Net Traffic

AFFILIATED STATIONS (47)

OWNED & OPERATED - WABD New York; WDTV Pittsburgh; WTTG Washington

KOB-TV	Albuquerque	WICU	Erie	WMCT	Memphis
WAGA-TV	Atlanta	WFMY-TV	Grnsboro	KMTV	Omaha
WAAM	Baltimore	KLEE	Houston	WTVR	Richmond
WBRC-TV	Birmingham	WFBM-TV	Indianapls	KSD-TV	St.Louis
WNAC-TV	Boston	WMBR-TV	Jacksonvle	KSL-TV	SaltLake
WBEN-TV	Buffalo	WGAL-TV	Lancaster	KPIX	San Fran
WBTV	Charlotte	WAVE-TV	Louisville	KING-TV	Seattle
WGN-TV	Chicago	KTSL	Los Angls	WHEN	Syracuse
WCPO-TV	Cincinnati	WTVJ	Miami	WRGB	Schn'tady
WEWS	Cleveland	WTMJ-TV	Milwaukee	WSPD-TV	Toledo
WTVN	Columbus	WTCN-TV	St. Paul	WDEL-TV	Wilmngton
WJBK-TV	Detroit	WNHC-TV	New Haven	WJAC-TV	Johnstown
WHIO-TV	Dayton	WDSU-TV	New Orlns	WLAV-TV	Grnd Rpds
KBTV	Dallas	WKY-TV	Okla City	WHAM-TV	Rochester
WSAZ-TV	Huntngtn	WFIL-TV	Phila		

EASTERN NET

WABD, WFIL-TV, WAAM, WTTG, WNAC-TV,WNHC-TV, WTVR, WGAL-TV, WHEN,WDEL-TV, WJAC-TV,WHAM-TV

MIDWESTERN NET

WGN-TV, WRGB,WEWS, WBEN-TV,WJBK-TV, KSD-TV, WTMJ-TV, WDTV, WSPD-TV, WHIO-TV, WICU, WTVN,WCPO-TV,WLAV-TV

WOR-TV (Ch 9) - 1440 Broadway - LO 4-8000

Studios: New Amsterdam Roof Theater, W. 42nd Street
Future - TV Center, 20 W. 67 St.

Theodore C. Streibert	- President		
J.R. Poppele	- VP, Engineering		
Julius F. Seebach	- VP, Prog. Opera.		
R. C. Maddux	- VP, Sales		
Robert Mayo	- Sales Manager		
Norman Livingston	- Comm'l Prog. Sales		
Joseph Creamer	- Adv & Promotion		
Robert Hoffman	- Research Director		
Robert Blake	- Public Relations		
Jack Findlay	- Television Press		

Program

Donald C. Hamilton	- Asst. Programs Dir.
R.J. Smith	- Production Manager
Robert Simon	- New Program Mgr.
Robert Brewster	- Executive Producer
Sylvan Levin	- Music Director
Irving Pasternack	- Art Director
R.J. O'Connor	- Director of Sports
Roy Meredith	- Sports Prod-Direct.

AFFILIATE - WOIC Washington - On the Air - January 1949 - E.S. Thomas

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continued - Amsterdam Roof Theater, west of Broadway on 42nd Street, and later from a new TV Center at 20 West 67 Street. Goal - station is setting its sights on competing with local network outlets....may wind up in similar role to that of WNEW, WMGM, etc.

NETWORK LINEUPS

American Broadcasting Company - 30 Rockefeller Plaza - CIrcle 7-5700

WJZ-TV(Ch 7) - Studios: 7 West 66th Street - TR 3-7000

EXECUTIVES

Mark Woods - Network President
Charles Barry - VP in Chg of Programs
Paul Mowery - Natl Dir of Prog Sales
Robert Saudek - VP, Public Affairs
Thomas Velotta - VP, News, Special Evts
Burke Crotty - Executive Dir, Remotes
Charles Holden - Executive Producer
Leo Jahncke - VP, Station Relations
Richard Rawls - Station Relations
Slocum Chapin - Time Sales
Earl Mullin - Net Press Relations
Bert Schwartz - TV Press
Arthur Donegan - TV Press

PRODUCTION

Alex Stronach - Program Director
Ward Byron - Asst Program Director
Nat Fowler - Film Dept Head
James McNaughton- Art Director, Sets
Fred Carr - Director
Tom deHuff - Director
Sean Dillon - Director
Marshall Diskin - Director
Robert Doyle - Director
Babette Henry - Director
Alex Segal - Director

AFFILIATED STATIONS (29)

WENR-TV	Chicago	WAAM	Baltimore
WXYZ-TV	Detroit	WNAC-TV	Boston
WJZ-TV	New York	WBEN-TV	Buffalo
KECA	H'wood	WEWS	Cleveland
KGO-TV	San Fran	WBAP-TV	Ft Worth
KFMB-TV	San Diego	WSB-TV	Atlanta
WAVE-TV	Louisville	WFIL-TV	Phila
WMCT	Memphis	WDTV	Pittsburgh
WTMJ-TV	Milwaukee	WSEE	St Pete
WTCN	Minneapls	WMAL-TV	Washington
WDSU	New Orlns	WICU	Erie
WNHC-TV	New Haven	WLAU-TV	Grnd Rapids
WMBR-TV	Jacksvlle	KSD-TV	St Louis
WCPO-TV	Cincy	WHIO-TV	Dayton
WTVN	Columbus,O.		

EASTERN NET

WFIL-TV, WMAL-TV, WAAM, WNAC-TV, WJZ-TV, WRGB, WNHC-TV, WTVR

MIDWEST NET

WENR-TV, WXYZ-TV, WEWS, WDTV, WGAL-TV, WICU, WBEN-TV, KSB, WCPO-TV, WHIO-TV, WTVN

NON-CONNECTED NETWORK (21)

KOB-TV	Albuquerque	WFMB-TV	Indianapolis	WKY-TV	Oklahoma City
WSB-TV	Atlanta	WJAC-TV	Johnstown,Pa.	KMTU	Omaha
WAFM-TV	Birmingham	WAVE-TV	Louisville	KSL-TV	Salt Lake City
WBTV	Charlotte	KECA-TV	Los Angeles	KFMB-TV	San Diego
WBAP-TV	Ft Worth	WMCT	Memphis	KGO-TV	San Francisco
WFMY-TV	Greensboro	WTCN-TV	Minneapolis	KING-TV	Seattle
KLEE-TV	Houston	WDSU-TV	New Orleans	WHEN	Syracuse

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WPIX(Ch 11) - The Daily News Station - 220 East 42nd St - MU 2-1234

EXECUTIVES

Robert L. Coe - Station Manager
B.O. Sullivan - Sales Manager
Thomas Howard - Chief Engineer
Frank Young - Public Relations

PRODUCTION

Warren Wade - Program Director
Ardien Rodner - Program Co-ordinator
Allan Lawrence - Remotes

DIRECTORS

Ray Barrett, Cledge Roberts, Jack Balch, Jack Murphy, Clay Yurdin, Ned Kelly, Lou Ames, Edward Stascheff

Columbia Broadcasting System, 485 Madison Avenue, PLaza 5-2000

WCBS-TV(Ch 2) - Studios: 15 Vanderbilt Ave - Offices: 485 Madison Ave

EXECUTIVES

J.L. Van Volkenburg - VP, Dir TV Opns
Charles M. Underhill- Dir, TV Programs
David Sutton - Gen Sales Manager
Richard J. Redmond - Dir, CBS TV Opns
Edmund Chester - Dir, News
Walter 'Red' Barber - Sports Director

PRODUCTION

Jerome Danzig - Assoc Dir TV Prgrms
Tony Kraber - Executive Producer
Hal Meier - Program Co-ordinator
Robert Bendick - Special Events Dir
Douglas Edwards - Newscaster
Paul Wittlig - Mgr Tech Opns
Stanton M. Osgood - Production Mgr
Jackson Green - Asst Prod Mgr
John DeMott - Special Effects
Richard Rychtarik - Scenic Designer
Albert A. Ostrander - Scenic Designer
Eleanor Kilgallen - Casting Director
H. Grant Theis - Film Manager

SALES

Arthur Duram - Prom Mgr, Net Sales
Kingsley Horton - Asst Gen Sls Mgr
G.L. Moskovics - Mgr TV Sls Dvlpmt
G.J. Arkedis - Western Sales Mgr
George Dunham - E Sls Mgr,RadioSlsTV
Arthur I. Rothafel - Program Sls Co-ord

PRODUCERS

Gilbert Fates
Barry Wood
Worthington Minor
Dorothy Dean

DIRECTORS

Frances Buss
Don Hewitt
Alex Leftwich
Alan Dinehart
John Wray
Fred Rickey
Franklin Heller
Frank Schaffner
Robert Stevens
Paul Nickell
Frk. Satinstein
John Peyser
Ken Redford
Richard Linkroum
Ralph Nelson
Herb Sussan
Walter Hart
David Rich
Byron Paul
Yul Brynner
Paul Monroe

ASSOCIATE DIRECTORS

Robert Bleyer
Theodore Marvel
Clarence Schimmel
Lela Swift
Herbert Hirschman
Robert L. Simpson
Rod Mitchell
Benedict Magnes
Bill Allyn
Ted Fetter
Chuck Fremd
Lloyd Gross
Mat Harlib
Peter Lawrence
Bill Patterson
Charles Mortimer

*Indicates Non-Operating Station

AFFILIATED STATIONS (53)

KOB-TV	Albuquerque	WFMY-TV	Greensboro	WKY-TV	Okla City
WAGA-TV	Atlanta	KTTV	H'wood	KMTV	Omaha
WMAR-TV	Baltimore	KLEE-TV	Houston	WCAU-TV	Phila
WAFM-TV	Birmingham	*WSAZ-TV	Huntngtn,W Va	*KTLX	Phoenix
WNAC-TV	Boston	WFBM-TV	Indianapolis	WDTV	Pittbgh
WBEN-TV	Buffalo	WMBR-TV	Jacksonville	WJAR	Provdnce
*WBTV	Charlotte	WJAC-TV	Johnstown,Pa	WTVR	Richmond
WGN-TV	Chicago	WDAF-TV	Kansas City	WHAM-TV	Rochstr
WBKB	Chicago	WGAL-TV	Lancaster,Pa	KSL-TV	Salt Lake
WEWS	Cleveland	WAVE-TV	Louisville	KFMB-TV	San Diego
WBNS-TV	Columbus	WMCT	Memphis	KPIX	San Fran
WKRC-TV	Cincinnati	WTVJ	Miami	*WRGB	Schenec
KRLD-TV	Dallas	*WTMJ-TV	Milwaukee	*KING-TV	Seattle
WHIO-TV	Dayton	WTCN-TV	Minneapolis	KSD-TV	St Louis
WJBK-TV	Detroit	*WNHC-TV	New Haven	WHEN	Syracuse
WICU	Erie	WCBS-TV	New York	WSPD-TV	Toledo
WLAV-TV	Grand Rapds	WDSU-TV	New Orleans	WOIC	Washngtn
*WBNF-TV	Binghamton	*KTTV	Los Angeles		

EASTERN NET

WMAR-TV, WNAC-TV, WGAL-TV, WNHC-TV WCBS-TV, WCAU-TV, WTVR, WRGB, WHEN, WOIC, WJAR

MIDWESTERN NET

WBEN-TV, WBKB, WKRC-TV, WEWS, WBNS-TV, WHIO-TV, WJBK-TV, WICU, WLAV-TV, WTMJ-TV, WDTV, WHAM-TV, KSD-TV, WSPD-TV

National Broadcasting Company - 30 Rockefeller Pl - CI 7-8300

WNBT(Ch 4) Studios: 30 Rockefeller Pl & 105-155 E. 106 St - CI 7-8300

EXECUTIVES

Niles Trammell	- President
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O.B. Hanson	- VP, Chief Engr
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Allan Kalmus	- TV Press Mgr

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Charles Prince	- Talent, Prog Proc'mt
Carl Stanton	- TV Executive
Robert Wade	- Mgr, Prod Facilities
M. Elwell	- Art Director
Russ Johnston	- Dir, Film Dept
John Cron	- Film Procurement
Fred Coe	- Mgr, New Prog Dvlpmt
Roger Muir	- Producer
Vic McLeod	- Producer
William Garden	- Producer
Ernest Walling	- Producer
George McGarrett	- Producer

DIRECTORS & ASSISTANTS

John Caldwell	Don Pike	A. McCleery
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John C. Warren	- Sls Mgr
John H. Reber	- Prog Dir
Fred Heywood	- News, Spcl Evts

M. Harris-Adv &Prom; S. Chapin-Pub Reltns

AFFILIATED STATIONS (24)

WNBQ	Chicago	WNHC-TV	New Haven
WNBK	Cleveland	WPTZ	Phila
WNBT	New York	WDTV	Pittsbgh
WNBW	Washngtn	WJAR-TV	Provdnce
WBAL-TV	Baltimore	WTVR	Richmond
WBZ-TV	Boston	WHAM-TV	Rochester
WBEN-TV	Buffalo	KSD-TV	St Louis
WWJ-TV	Detroit	WRGB	Schenec'y
WICU	Erie	*WSYR-TV	Syracuse
WLAV-TV	Grnd Rapds	WSPD-TV	Toledo
WGAL-TV	Lancaster	WKTV	Utica
WTMJ-TV	Milwaukee	WDEL-TV	Wilmngtn

NON-CONNECTED NETWORK (28)

KOB-TV	Albuquerque	WAVE-TV	Louisvlle
WSB-TV	Atlanta	*WDAF-TV	Kan City
WBRC-TV	Birmingham	WMCT	Memphis
WBTV	Charlotte	WTVJ	Miami
WLW-T	Cincinnati	KSTP-TV	Minnpls
WLW-C	Columbus	WDSU-TV	New Orlns
*WOC-TV	Davenport	WKY-TV	Okla City
WLW-D	Dayton	WOW-T	Omaha
WBAP-TV	Ft Worth	KDYL-TV	Salt Lake
*WFMY-TV	Greensboro	*WOAI-TV	San Ant
KLEE-TV	Houston	KFMB-TV	San Diego
WFBM-TV	Indianapls	KPIX	San Fran
WMBR-TV	Jacksonvlle	KING-TV	Seattle
*WJAC-TV	Johnstown	KNBH	Los Angls

*Indicates Non-Operating Sta.

EASTERN NET

WNBT, WNBW, WBAL-TV, WBZ-TV, WGAL-TV, WNHC-TV, WPTZ, WJAR-TV, WDEL-TV, WRGB, WTVR

MIDWESTERN NET

WNBQ, WNBK, WBEN-TV, WWJ-TV, WICU, WLAV-TV, WTMJ-TV, WDTV, WHAM-TV, KSD-TV, WSPD-TV, WKTV

Ross Reports

on Television Programming

a weekly service for subscribers

New York

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VOL. 1 NO. 8
SUPPLEMENT C

Oct 16 - Oct 22, 1949

THIS WEEK ---- DEBUTS, HIGHLIGHTS, CHANGES

Sun (16) - NBC(Ch4) 8-8:30pm; DEBUT - The Supper Club; from WNBT to E&MW Nets; TV version of AM show; not simulcast; musical variety program with Perry Como, Fontane Sisters, Mitchell Ayers & Orchestra; Anncr-Martin Block; Sponsor - Chesterfield; Agency - Newell-Emmett; Director - Joe Cavalier at NBC; Supervisor - Randy Dunnell,N-E; Producer - Bob Moss, N-E. Milton Berle to guest on first show.

Mon (17) - CBS(Ch2) 7-7:30pm; HIGHLIGHT - Community Chest of America; from WCBS-TV to E&MW Nets; film; benefit program with Milton Berle, The Goldbergs, Janet Blair, The Blackburn Twins, and others.

CBS(Ch2) 11-11:15pm; DEBUT - Diana Barrymore Show; on WCBS-TV local;celebrity interviews; Sponsor - Ansonia Shoes; Agency - Atlas; Producer - Hardie Frieberg; Director - Richard Linkroum, CBS.

NBC(Ch4) 9-9:30pm; CHANGE - Lights Out;from WNBT to E&MW Nets; psychological drama gets new time and sponsor; Sponsor - Admiral; Agency - Kudner; Producer - Ernest Walling, NBC; Director - Kingman T. Moore, NBC.

NBC(Ch4) 9:30-10pm; DEBUT - Band of America; from WNBT to E&MW Nets; simulcast; TV version of AM musical show with band and singers; Conductor - Paul LaValle; Sponsor - Cities Service; Agency - Ellington; Producer-Director - H.B. Swope,Jr., NBC.

Tue (18) - ABC(Ch7) 8-8:15pm; DEBUT - I Believe; from WJZ-TV to E&MW Nets; program attempts to discuss role of religion in everyday life; prominent religious leaders participate; Associate Producer - Rev. Everett C. Parker, for Protestant Radio Commission.

ABC(Ch7) 9:30-10pm; Community Chest of America; from WJZ-TV to E&MW Nets.

-more-

THIS ISSUE

NEXT ISSUE - Our Monthly Report for October has been postponed until next week in order to accomodate advertisers. It will feature a survey of Commercials - who is using them; who is making them; what types there are; how much they cost & more.

DEBUTS, HIGHLIGHTS (Continued)

Tue(18) - WOR(Ch9) 8:30-11pm; DEBUT - Boxing from Westchester County Center;on WOR-TV local;Ancr-Jimmy Powers; Participating Sponsor - Piel's Beer; Agency - Wm. Esty.

Wed(19) - DuM(Ch5) 8-8:30pm; Community Chest of America; from WABD to E&MW Nets.

Fri(21) - WOR(Ch9) 8-8:30pm; DEBUT - American Family Jury; on WOR-TV local; courtroom action series;Producer-Director - Brad Simpson, WOR.

Sat(22) - WOR(Ch9) 8-8:30pm; DEBUT - Magic in the Air; on WOR-TV local; MC Dick DuBois in variety program with guests in feats of magic; Producer-Director - Robert Novak, WOR.

THIS WEEK'S TIME CHANGES

DuM -- Jack Eigen Show now 7:30-7:45pm Tuesdays.
Vincent Lopez Show now 7:45-8pm Thursdays.

NBC -- Leave It To The Girls now 7-7:30pm Sundays.
The Colgate Theatre now 8:30-9pm Sundays.
The Black Robe now 9-9:30pm Mondays.
Believe It Or Not now 9:30-10pm every-other-Friday; alternates with "Big Story"

LAST WEEK'S DEPARTURES

ABC -- Music Room departed Sun Oct 9.
Review of the News departed Sun Oct 9.
Sunday Date departed Sun Oct 9.

DuM -- Flight to Rhythm departed Wed Oct 12.
Spin the Picture departed Sat Oct 15.

LAST WEEK'S ARRIVALS

ABC -- Youth On the March 10:30-11pm Sundays.

CBS -- Homemaker's Exchange 4-4:30pm Mondays.

DuM -- Broadway to Hollywood debuted from WABD to E&MW Nets; 8:30-9pm Fridays; program features show business news and reviews; Conducted by George Putnam.

NBC -- Hank McCune Show 6-6:30pm Sundays.
Crisis 8-8:30 pm Wednesdays.
Sport Highlights of the Week approx 10:45-10:50pm Fridays.

PIX -- The Truex Family 7:30-8pm Thursdays.

WOR -- Complete program schedule.

NOTE: Tonight On Broadway, CBS, Sunday 7-7:30pm repeats telecast of "Twelfth Night."

FUTURES

Oct 24 Rear Of the Rails returns from WCBS-TV; 7-7:15pm Mon; Railroad yarns using model trains; Sponsor - A.C.Gilbert; Agcy - Charles Hoyt; Prod-Dir-Ray Nelson.

Nov 4 One Man's Family debuts from WNBT to E&MW Nets; time to be announced.

Nov Paul Whiteman Show debuts from WJZ-TV to E&MW Nets; 7-7:30pm Sunday; Sponsor-Goodyear Tire; Agency - Young & Rubicam; Prod-Ward Byron, ABC.

NEWS DIGEST

Briefs From the Trade and General Press

PETRILLO MAY BE TELEVISION CZAR -- Variety reported that warfare between AGVA and AFM for control of musical acts, and the battle within the ranks of the Associated Actors and Artistes of America for control of actor television jurisdiction may center in one field within a few weeks. If AFL steps in as final arbiter in the case, it is felt that AFM head James Petrillo, with his superior voting strength and stronger organization than the 4 A's, may be in a position to set himself up as kingpin in the television industry with an alliance with Screen Actors Guild and an official AFL grant giving him control over acts using musical instruments in all branches of show business.

McCONNELL NAMED PRESIDENT OF NBC -- Joseph H. McConnell, executive vice-president of Radio Corporation of America, was named president of the National Broadcasting Company Friday by the network board of directors. He succeeds Niles Trammell, who becomes chairman of the board of directors, leaving him free for more individual sales and promotional activity. (Television Daily)

TV DEMONSTRATION FOR PHILADELPHIA EDUCATORS -- On Wednesday, October 12, WFIL-TV, in conjunction with RCA Victor, demonstrated to the entire administrative staff of the Philadelphia Board of Education the station's plans for in-school television programming for 1949-50. For the demonstration, RCA Victor supplied half a dozen TV sets of the screen sizes favored for school use - 12" by 16". At present, six public schools in the Philadelphia area own television receivers. Some fifty additional sets will be loaned by RCA Victor and Philco for use during the current school year.

WOR'S ANTENNA TOWER LARGEST SELF-SUPPORTING TOWER IN U.S. -- WOR, whose huge antenna tower rises to 1050 feet above the Hudson River, claims that its signal has been received as far north as Schenectady, 140 miles from New York; as far southwest as Philadelphia, 90 miles; in Patchogue, L.I., 54 miles; and westward in Stroudsburg, Pa., a distance of 80 miles; and up the Connecticut shore to New London.

TV RATES TO GO UP, SAYS WCAU's NEW PRESIDENT -- Donald Thornburgh, new president of WCAU, Philadelphia, said that television rates are bound to go up shortly, but will be justified. He felt that TV rates have been held down because the industry has mistakenly thought of them in AM terms, rather than on the basis of costs and audience effectiveness. (Variety)

WEAVER SEES TV AND RADIO HAND-IN-HAND -- S.L. 'Pat' Weaver, NBC vice president in charge of TV, stated: "Just as today one can reach 95% of all the homes in this country only by using radio on a TV base, so through the years, no matter whether the TV homes go up to 50% and the radio homes go down to 50%, you can always add radio and TV together and reach America. And only by the radio-television combination, can you hit all America." (Television Daily)

VIDEO-MAKERS PRICE COLOR SETS AT $220 -- S.W. Gross of the Teletone Radio Corporation and David H. Cogan of the Air King Products Company of Brooklyn, in testimony before the Federal Communication Commission, estimated that they could market color television sets at prices ranging from $220 to $304. They stated, further, that they could manufacture converters for black-and-white sets ranging in price from $80 to $100. (New York Times)

TALENT SHOWSHEET

Guests On TV — Permanent Cast Carried In Monthly Breakdown — Oct 16 - Oct 22

PROGRAM	NET	DAY & TIME	GUESTS	SPECIALTY
Actors Studio Oct 19	ABC	Wed 8-8:30pm	John Sylvester Lewis Charles Tom Avera Eleanor Lynn Sue Ellen Blake James O'Rear	"We'll Never Have A Nickel" by James Roland; adapted by Mel Goldberg.
Author Meets The Critics Oct 17	ABC	Mon 8-8:30pm	Dr. Mason Gross Robert Smith	"The Hero" by Millard Lampell
Cavalcade Of Stars Oct 15	DuM	Sat 9-10pm	Josh White Carol Bruce Calgary Bros. Landra & Verna Ted & Flo Valletta	Singer Singer Pantomimists Dancers Acrobats
Celebrity Time Oct 16	ABC	Sun 10-10:30	Guy Lombardo Marjorie Reynolds	Orchestra Leader Actress
Chevrolet Tele-Theatre Oct 17	NBC	Mon 8-8:30pm	Dane Clark Frank Albertson John O'Hare Ken Dibbs	"The Boat Ride" by Stewart Pierce Brown.
The Clock Oct 19	NBC	Wed 8:30-9pm	George Reeves Gavin Gordon Melba Rae Roland Hogue Mac Busch	Original by Steve DeBaun
Colgate Theatre Oct 17	NBC	Mon 9-9:30pm	Margaret Phillips Oliver Thorndyke Frances Bavier Herschel Bentley Edwin Cooper Nancy Millard	"Retaliation" by William L. Stuart.
Ed Wynn Show Oct 20	CBS	Thu 9-9:30pm	Mel Torme Sam Hearn Belita	Singer Comedian Actress
Ford Theatre Oct 21	CBS	Fri 9-10pm	Basil Rathbone Dorothy Stickney Walter Hampden	"On Borrowed Time"
Front Row Center Oct 16	DuM	Sun 7-8pm	Lionel Stander	Actor
Hollywood Screen Test Oct 15	ABC	Sat 7:30-8pm	John Beal Robert Van Scoyk Sunny Rae Frances Chisholm	Lead Actor Vocalist Actress

TALENT SHOWSHEET (Continued)

PROGRAM	NET	DAY & TIME	GUESTS	SPECIALTY
This Is Show Business Oct 16	CBS	Sun 7:30-8pm	Faye Emerson Joey Adams Harold Lang Dorothy Sarnoff	Actress Comedian Dancer Singer
Kraft Theatre Oct 19	NBC	Wed 9-10pm	Valerie Cossart Mercer McLeod Cloris Leachman James Baly Treva Frazee Jack Lemon	"Accidentally Yours" by Pauline Williams Snapp.
Leave It To The Girls Oct 16	NBC	Sun 7-7:30pm	Vincent Lopez Carol Bruce Vicki Cummings	Orchestra Leader Singer Actress
Olsen & Johnson Oct 20	NBC	Thu 9-10pm	Step Brothers Beatrice Kraft & Co.	Tap Dancers Dancers
Philco Playhouse Oct 16	NBC	Sun 9-10pm	Leueen McGrath John Baragrey Alfreda Wallace Elliott Sullivan John McQuade Frances Hammond	"The Last Tycoon" by F. Scott Fitz-gerald; adapted by Sam Carter.
Photoplay Time Oct 17	ABC	Mon 8:30-9pm	Richard Himber Charles Korvin	Orch.Leader Actor
Say It With Acting Oct 16	NBC	Sun 6:30-7pm	Twelfth Night vs. Detective Story	
Studio One Oct 17	CBS	Mon 10-11pm	Marsha Hunt John Rodney Dean Harens Leslie Litomy	"The Storm" by McNight Malmar.
Silver Theatre Oct 17	CBS	Mon 8-8:30pm	Paul Lukas Kim Hunter	"Rhapsody In Dis-cord" by Felix Jackson.
Toast Of The Town Oct 16	CBS	Sun 9-9pm	Mary McCarty Jack E. Leonard Carol Lynne Joe Laurel Rigoletto Brothers & Amy Sisters	Actress Comedian Skater Comedian Novelty Act
Who Said That Oct 15	NBC	Sat 9-9:30pm	Paul Lukas H.V. Kaltenborn Faye Emerson	Actor Commentator Actress

WEEKLY SHOW REVIEW

(This new weekly feature is designed to serve as a clearing house for production techniques which have made those shows which we review outstanding in their categories).

#2 - "KRAFT TELEVISION THEATRE"

DATE REVIEWED - October 12 - Wednesday - 9-10pm NBC

SPONSOR - Kraft Foods Company AGENCY - J. Walter Thompson
PRODUCER-DIRECTORS - Stanley Quinn & Maury Holland, for JWT
ASSISTANTS - Connie Davidheiser, Marie Mulloy, Fielder Cooke, Ken Alexander, for JWT
TECHNICAL DIRECTOR - Hank Folkerts, NBC SCENERY - Ken Mapes, NBC
ANNOUNCER - Ed Herlihy RATING - 5 City Pulse for Sept 6-12 was 20.8

Kraft Theatre is a prime illustration of how a television show can build and hold its own audience. Filling the same time spot, winter and summer, without a break since it started May 7 1947, this show presents each week a Broadway adaptation or original script smoothly produced with a highly professional cast. That viewers look for it is proved by a steadily high rating that hovers within or about the top ten mark.

The play reviewed last Wednesday evening was an original by Joe Bates Smith called "Your Friendly Nabors." Production and direction was by Stanley Quinn. Valerie Cossart ably played a "Mrs. Malaprop" type character who formed the center of confusion in a humorous love triangle with Lawrence Fletcher and Warren Parker.

From the opening shot of Mrs. Nabor in her living room the pace was light and fast. Camera shots followed the action-did not overly strive for effects, but were as lively as the movement of the show. Picture composition was original in the use of angles and dolly shots, and without overuse of closeups. The same good taste prevailed for the setting which was a hall entrance, and combination living-dining room. A short sequence was played in an authentic barroom set. Best lighting effect was the bright sunlight streaming in the windows....achieved by overhead strip lights.

LIKE A MACHINE - A standard production schedule for Kraft Theatre is longstanding and strictly adhered to. Through dress rehearsal and up to air time the work is done with the precision of a machine, but the performance itself loses none of its flavor. Its producer-directors, Stanley Quinn and Maury Holland, who alternate each week, completely control the production of the show. J. Walter Thompson was the first agency to take over complete camera direction on a television show. This agency-network relationship has set the policy for other productions; camera direction is now agency perogative. Other firsts for the agency include the use of alternating directors, and the double mirror shot....taking a scene from behind a two-way mirror.

DIRECTOR'S POLICY - Quinn believes implicitly in the story and will not sacrifice story line and continuity for fancy camera work. He is meticulous about sets and furniture. They must be the exact size as specified so that distances for crosses and camera angles remain the same as in rehearsal. Film integration is not used because of the timing problem and the difference in quality of lighting. Quinn likes working with new people, and each week some new actor is used.

TALENT - Top professional talent is used. Although Kraft Theatre does not intend to be a "showcase" for talent, quite a few of its players have gone to Hollywood & B'way.

BUDGET - In the first year of production, budgets were difficult to estimate since many of the production problems were new. The network itself assumed much of the expense of the early shows by buying set pieces and other equipment for their own future use. The agency estimated budget usually varied some $400 per show. Now that scenery, props and furniture stocks are fairly complete, the cost for Kraft has risen some 30%. But now the per centage of variation on a budget estimate is less than 5%. ROSS REPORTS has reported a production figure of $6000 for Kraft Theatre, which in the light of prohibitive production costs today is a remarkable & unusually low figure. The budget varies from week to week, depending upon the play presented, but the high cost of one show is always cancelled out by the low cost of the next.

SCRIPTS - The agency bases the success of the show on its scripts. They employ a script reader and free lance adaptors who prepare their work for the final editorial supervision of Ed Rice. This pool of writers, through familiarization with the show, knows production problems - sets available, playing space, camera mobility, and according to the agency this method saves time and money. For the most part, Broadway adaptations have been used, since ten days leave little time to iron out the character integration and timing problems of an original.

PRODUCTION BREAKDOWN - Activity for a specific show starts some three months in advance. A script is chosen by the reader, and if okayed by Ed Rice, is purchased by the agency. Property rights can usually be settled in two days. Script is then given to an adaptor who gets it back to Rice some 18 days before production. Rice then does the final editing, and gets it to mimeo. The completed script is given to the director 14 days before production, the morning after his Wednesday night show. The production schedule then follows this plan:

Thu (14 days)	- Director reads script in morning; discusses casting with Casting Director and production requirements with staff in afternoon.
Fri (13 days)	- Afternoon-readings; calls go out Friday night.
Sat & Sunday	- Director draws up floor plans, outlines set pieces,etc; 6 hours.
Mon (10 days)	- Morning-Production meeting at agency; Afternoon-meeting at NBC; NBC Staff given costume, property, art work and set requirements.
Tue (9 days)	- 2:30-5:30pm-First reading with cast; arrive at agreement of characterization and interpretation; time scenes; arrange costume fittings.
Wed (8 days)	- Director blocks script; 4 hours 1st act, 3 for 2nd, 3 for 3rd.
Thu (7 days)	- 10am to 1pm & 2-6pm - Rehearsal at Malin Studios.
Fri (6 days)	- Study day.
Sat (5 days)	- 3-6pm; 1st act rehearsal at Malin.
Sun (4 days)	- 11am-1pm - 1st act; 2-4pm - 2nd act; Malin Studios.
Mon (3 days)	- 10-1pm & 2-5pm - Acts I,II & III at Malin; Choose music at NBC.
Tue (2 days)	- 1-7pm - Rehearsal at NBC in the set; work with props; technical director works out camera shots with director.
Wednesday	- 12-3pm & 4-6pm - Dry and camera rehearsal of each act; 6-6:30pm - Commercial rehearsal; 6:30-7:30pm - Dress rehearsal; notes are given after dress; cast rests and touches up make-up.

COMMERCIALS - With a low budget that does not include film commercials, the agency feels that the live commercials they use after Acts I & II have "interest and impact." Demonstrations are prepared on the set, and tied in with a domestic scene for screening. Only filmed portion of commercial is shot of Kraft products.

We look to Kraft Theatre and J. Walter Thompson for more "firsts" in television.

ROSS Hollywood REPORTS

First of a new Weekly feature designed to broaden the scope of our coverage so as to keep subscribers informed of the tightoning bonds between East & West Coast program operations.....material for these reports will be researched by Maleese Black of the Television Producers Association in Hollywood. This week's report is a combination of her and our own efforts - it sets the stage for future reports by summarizing the current West Coast video picture.

7 STATIONS ON THE AIR - BUT HOLLYWOOD PROGRAMMING ROLE IS STILL UNDEFINED

The Don Lee Television Station KTSL - telecasting over Channel 2 in the Los Angeles area - claims to be the oldest station in the country, coming on as a CBS experimental station in 1931. Only now though is West Coast television taking giant-size steps in the direction of its motion picture and radio successes.

IN BRIEF - The film studios have as yet made no significant moves toward putting its stars into television.....west coast programming is biding its time with kinescopes of eastern shows and a modicum of local offerings until the great day comes when the motion picture companies define their role in television. An active group of independent producers is functioning, however, to feed the eyes of an estimated 187,000 viewers in the Los Angeles area - 3rd TV market in the nation..... coast publications affirm that one family in seven owns a set and that 10 inch tubes are rapidly being replaced by the 12½ inch size.....kinescoping has been an unstable contribution with as many poor quality transmissions as there have been good ones. On the other hand, kine recordings of west coast shows have not been up to snuff for the eastern viewers - or at least the reviewers.....possibility of a kine or film network originating on the west coast is most interesting.....but the biggest immediate problem is getting advertisers into the medium - so far the trend has been for them to buy only participating spots rather than full programs.....and the coast-to-coast cable is two to three years away. Most defined part of the picture is the conviction on the west coast that it will assume a tremendous role - if not the dominant role in future coast-to-coast programming.

ON THE AIR -- Coast viewers look to established local favorites as well as to the kinescopes for their entertainment. Most popular among these are Time for Beany (KTLA) and Sleepy Joe (KECA) and Bozo's Circus(KTTV) among the kid shows; Hollywood in Three Dimensions; ex-disc jockey Don Otis; Shirley Dinsdale now in New York; Pantomime Quiz; Armchair Detective are popular interview, puppet, and dramatic shows, respectively. The Pickard Family & Paradise Island are others.

Kinescopes being aired include: NBC - Kukla,Fran & Ollie, Mohawk Showroom, Milton Berle Texaco Show, Kraft Theater, Versatile Varieties; ABC - Penthouse Players, On Trial, John Kieran, Blind Date, Think Fast; CBS - Lucky Pup, Toast of the Town, 54th Street Revue, Suspense, Studio One, Goldbergs; DuM - Front Row Center, Cavalcade of Stars, Morey Amsterdam, Vincent Lopez....and others.

STATION ACTIVITIES

KTSL - Ch 2 - This Don Lee station should by rights be a Mutual affiliate. At present, it is carrying a load of DuMont kinescopes and local programming on a schedule from about 6:45pm to 10pm five days a week. It carries the Telenews reels & four hours of film per week, and is slightly hampered by not having joined the other station transmitting towers on Mt. Wilson - its Mt. Lee signal is slightly weaker. Charles Glett is responsible for its program activities.

KNBH - Ch 4 - This is the NBC coast outlet with reportedly the best signal. Hal Bock is the general manager, and the station is proud of the fact that it gave Shirley Dinsdale and her puppet friend Judy Splinters to the network, as well as developing the Pickard Family and giving the kickoff to Jerry Fairbanks' Paradise Island film series. Station does not telecast on Fridays and Saturdays and carries a 6:30pm to 10pm approximate schedule on other days, with kinescopes of Kukla, Fran & Ollie, Berle, Kraft Theater, Mohawk Showroom and others. A tieup with the William Morris Agency helps combat the talent problem.

KTLA - Ch 5 - With 9 of the top 10 Hooper shows in the L.A. area, the Paramount Station headed by Klaus Landsberg has a solid seven day schedule. A pioneer station and an active programmer it has developed some programs that are believed ready for network kinescoping, including: Time For Beany - a kid show; Yer Ole Buddy with Buddy Stephan; and Meet Me in Hollywood, a man on the street show. Much has been heard of a fifth network being formed by Paramount to handle its kinescoped packages.

KECA-TV - Ch 7 - Newest of the West Coast stations, this ABC affiliate premiered its huge TV Center only a few weeks ago - already has a top interest show in Jimmy Scribner's Sleepy Joe, who tells stories for kids. Station operates Wednesday through Sunday from about 6:45pm to 9:30 or 10pm and carries such ABC kinescopes as Penthouse Players, On Trial, Blind Date, Cartoon Teletales TV Teen Club, Lone Ranger, Science Circus, ABC Barn Dance, John Kieran & others.

KTTV - Ch 11 - A heavy dose of top kinescopes puts this CBS affiliate right up on top in the L.A. area. Almost every top Eastern show is seen, and such local originations as the Ed Wynn Show and Pantomime Quiz are currently seen via kinescope in the east. Local standouts are: Murder is My Hobby with Glenn Langan, Bozo's Circus kid show, Alan Mowbray's Hollywood in Three Dimensions; The Meakins - a husband and wife team, and Greenwich Village, an intimate variety. Harry Witt has responsibility for the activities.

KLAC-TV - Ch 13 - Owned by Dorothy Schiff, this station has long been associated with Warner Brothers film interests - a snag with the FCC prevented their taking over a short time ago. Still Warners has contributed technicians and ideas, a new recording method, and more - its cinemascope recordings are being used to package programs, which await Petrillo clearance. Under Don Federson, station operates 6-10pm except Sundays, have an ambitious "soap opera" in Eddie & Ev and a Garroway-type relaxed personality in Don Otis.

KFI-TV - Ch 9 - This station, although its AM parallel is an NBC affiliate, went on the air with an evening schedule as an independent, was forced by economics to switch to a daytime 12-6pm schedule and present a series of inexpensive, informal women's programs not calling for extensive camera rehearsal. It currently carries over 50 of these a week, under supervision of Hahn Tyler.

NEW PROGRAMS APLENTY

This being the time for it, set to debut this past week were a galaxy of varied program types --- KECA-TV was set to premiere Your Witness, Ashmead Scott's adaptation of his radio series; Hoffman Hi-Time - collegiate football rally with Tom Harmon,MC; Campus to Campus - a college tunefest preceding football games of the week; Arch Obeler's Comedy Theater - comedy drama; & Let There Be Stars - musical to be kinesc. produced by Leighton Brill and Wm Trinz. KLAC-TV had four other debuts, Paramount had two and KTTV had a new family comedy entitled Adam's Spare Rib.

Ross Reports

ON TELEVISION PROGRAMMING

Wallace A. Ross, Publisher

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1949

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VOL 1 NO 8 OCTOBER 23, 1949

A SPECIAL ISSUE

featuring

AN EXCLUSIVE ROSS REPORTS SURVEY

COMMERCIALS

1. Who is using them?
   a. In which markets?
   b. To what extent?
2. Who is producing them?
   a. What types?
   b. What length?
3. How much do they cost?

* NEXT MONTH -- Complete Analyses of All Programs on Television

SUPP A - Profile WFIL-TV Phila; list of all TV stations
SUPP B - Profile BBD&O; list of Agencies & their programs
SUPP C - Profile Free & Peters; Station Rep survey

THIS ISSUE

DEBUTS, HIGHLIGHTS, FUTURES

Monday (24) CBS (Ch2) 7-7:15pm; RETURN - Roar of the Rails from WCBS-TV to E&MW Nets; railroad yarns using model trains and scenery to duplicate real-life action; Sponsor - A.C. Gilbert Co; Agency-Charles Hoyt; Producer-Director - Raymond E. Nelson, Hoyt.

CBS (Ch2) 7:15-7:30pm; DEBUT - Paul Arnold Show from WCBS-TV to E&MW Nets; Mon-Wed-Fri; Guitarist Paul Arnold in rural songs and stories; Producer - Barry Wood; Director - Dick Linkroum,CBS

Tuesday (25) NBC (Ch4) 11-12pm; DEBUT - City At Midnight on WNBT local; dramatized stories telecast "on location" in Manhattan; Sponsor - Bedford Radio-TV Stores; Agency - Elliott Nonas; Packager - United Prods; Executive Director - Lou Dahlman, of United.

Thursday (27) NBC (Ch4) 9-10pm; DEPARTURE - Fireball Fun For All from WNBT to E&MW Nets.

October 30 American Forum of the Air returns from WNBW, Washington, to E&MW Nets; 4:30-5pm Sundays; discussion of significant issues by public figures; Theodore Granik, MC.

October 30 The Armed Forces Hour debuts from WNBW, Washington, to E&MW Nets; 5-5:30 pm Sundays; program tells story of unification of the nation's armed forces; film sequences; Produced by Dept of Defense; Director - Charles Christensen, WNBW.

Jan 4 (postponed from November 2) Buddy Rogers Showcase debuts from WJZ-TV to E&MW Nets; 9-9:30pm Wed; ABC's top variety show with young professional talent; Producer - Mal Boyd; Director - Edward Nugent, ABC; Writer - Louis Quinn.

November 4 One Man's Family debuts from WNBT to E&MW Nets; 8-8:30pm Fridays; TV version of AM situation comedy series, with Marjorie Gateson and others; Producer-Writer - Carleton E. Morse; Director - Clark Jones, NBC.

November Romance debuts from WCBS-TV to E&MW Nets; 8:30-9pm every-other-Thursday; alternates with "Inside USA With Chevrolet;" series of romantic dramas starring Lilli Palmer; Director - Robert Stevens, CBS.

November 6 Paul Whiteman Show debuts from WJZ-TV to E&MW Nets; 7-7:30pm Sundays; variety show featuring Whiteman and vocalists from Whiteman's "Teen Timers;" Sponsor - Goodyear Tire; Agency - Young & Rubicam; Producers - Ward Byron, ABC; Tony Sanford, Y&R; Stager-Choreographer - Valerie Bettis Writer - George Faulkner; Director - William Brown, Y&R.

November Yours Truly, Johnny Dollar debuts on WCBS-TV to E&MW Nets via kinesc from KTTV H'wood; time and date to be announced; musical variety show with Charles Russell; Director - Ralph Levy, CBS; Writers - Paul Dudley and Gil Doud.

Planned Broadway Revue from WNBT to E&MW Nets; hour-long program, similar to the Admiral-sponsored show of last year; to be incorporated into NBC's Saturday evening 3-hour all-around "family" offering; Tentative stars - Sid Caesar and Imogene Coca, with production by Max Liebman.

DIRECTORY

(Listings cover only those firms carried on following pages; not industry-wide)

ADVERTISING AGENCIES WITH PROGRAMS ON TELEVISION IN NEW YORK

- - - - - -

And'n,Davis,Platte	50 Rock Pl	PL 7-2300
Atlas Adv.	1457 B'way	BR 9-5166
N.W. Ayer & Son	30 Rock Pl	CI 6-0200
Ted Bates	630 Fifth	CI 6-9700
BBD&O	383 Madison	EL 5-5800
Benton & Bowles	444 Madison	MU 8-1100
Biow	9 Rock Pl	PL 7-4100
Bobley	9 West 57	PL 9-7272
Blaine-Thompson	234 West 44	LO 4-0800
Buchanan	1501 B'way	BR 9-7900
Leo Burnett	743 Fifth	PL 5-2772
Campbell-Ewald	1 East 57	MU 8-3190
Cayton	350 Fifth	BR 9-0390
Cecil & Presbrey	247 Park	PL 5-8200
Compton	630 Fifth	CI 6-2800
Dance-Fitz-Sample	247 Park	MU 8-1600
Doh'y,Clif'd,Shen	350 Fifth	BR 9-0445
Donahue & Coe	1270 Sixth	CO 5-4252
W.B. Doner	18 East 48	MU 8-2034
Ellington	535 Fifth	MU 7-4300
William Esty	100 East 42	MU 5-1900
Federal	385 Madison	MU 8-4200
Stanton B. Fisher	215 Fourth	AL 4-7127
Fcote,Cone,Beld'g	247 Park	PL 5-6600
Gardner Adv.	9 Rock Pl	CO 5-2000
Gibraltar Adv.	17 East 45	MU 7-7896
Grant Adv.	350 Fifth	BR 9-6100
Hicks & Greist	420 Lex Ave	MU 3-9135
Charles Hoyt	551 Fifth	MU 2-0850
Hutchins	16 West 46	PL 7-8526
Kas,Far,Ches,Clif	274 Madison	OR 9-4440
Kenyon & Eckhardt	247 Park	PL 3-0700
Kudner	630 Fifth	CI 6-3200
Al Paul Lefton	521 Fifth	VA 6-4340
Len'n & Mitch'l	17 East 45	MU 2-9170
Marsch'k,Pratt	535 Fifth	VA 6-2022
Maxon Adv.	25 Broad St	WH 3-2860
McCann-Erickson	50 Rock Pl	CI 5-7000
Moore & Hamm	7 East 35	OR 9-4100
Newell-Emmett	40 East 34	MU 3-4900
Paris & Peart	370 Lex Ave	MU 9-2424
Pedlar & Ryan	250 Park	PL 5-1500
F.D. Richards	10 Rock Pl	CI 7-6383
Art. Rosenberg	570 Seventh	CH 4-4420
Scheck	285 Madison	MU 3-7990
Paul Smith	24 West 45	MU 7-8337
Sternf'ld-Godley	280 B'way	BA 7-3030
Sul,Stau,Col,B	437 Fifth	OR 9-2500
J.D. Tarcher	630 Fifth	CI 6-2626
J.W. Thompson	420 Lex Ave	MU 3-2000
Warwick & Legler	230 Park	MU 6-8585
Weintraub	30 Rock Pl	CI 7-4282
Young & Rubicam	285 Madison	MU 9-5000

LOCAL STATIONS AND NETWORKS

ABC

General Offices	30 Rock Pl	CI 7-5700
Studios	7 West 66	TR 3-7000
Theaters	Ritz	219 W. 48
	Vanderbilt	148 W. 48
	Playhouse	137 W. 48
	58th St.	202 W. 58

CBS

General Offices	485 Madison	PL 5-2000
Studios	15 Vanderbilt & Lieder-krantz Hall,	111 E. 58
Theaters	#3	1697 B'way
	#51	109 W. 39
	#52	254 W. 54

DuMONT

General Offices	515 Madison	MU 8-2600
Studios	John Wanamaker	Astor Pl
Theater	Adelphi	150 W. 54

NBC

Offices-Studios	30 Rock Pl	CI 7-3300
Studios	105-55 E. 106	CI 7-8300
Theater	International	5 Col.Cir.

WOR-tv

General Offices	1440 B'way	LO 4-8000
Theater	Amsterdam Roof	214 W. 42

WPIX

Offices-Studios	220 E. 42	MU 2-1234

INDEPENDENT PRODUCERS WITH PROGRAMS ON TELEVISION IN NEW YORK

Basch Prods	17 East 45	MU 2-8877
Louis G. Cowan	485 Madison	PL 9-3700
Jerry Fairbanks	292 Madison	MU 5-0877
Hardie Frieberg	270 Park	MU 8-0230
Allen Funt	52 Vandblt	MU 5-1211
Gainsborough Assoc	234 West 44	CH 4-1583
A. Godfrey Prods	485 Madison	PL 5-2000
Harry Goodman	19 East 53	PL 5-6131
Harvey & Howe	500 Fifth	WI 7-2000
West Hooker	2 West 46	JU 2-3026
Int'l Tele-Film	331 Madison	MU 7-7306
Carol Irwin	277 Park	PL 5-8506
Robert Jennings	53 West 53	CI 6-7020
Martin Jones	404 East 55	MU 8-4657
Paul Killiam Prods	551 Fifth	MU 2-1814
Ken Later	30 Rock Pl	CO 5-3580
Masterson,Reddy,Nelson	745 Fifth	PL 9-1120
Layton-Stark	551 Fifth	MU 7-6320
Sam Levene	1440 B'way	PE 6-9600
Lester Lewis	1 Christphr	WA 4-8582
Marlo Lewis	c/o Blaine-Thom	LO 4-0800
Phillips Lord	501 Madison	PL 5-2211
Harvey Marlowe	2 West 47	TR 9-1482
MCA Artists Ltd	598 Madison	PL 9-7500
Modell-Harbuck	7 West 66	TR 3-7000
Walter McGraw	130 West 12	OR 5-3113
Wm Morris Agency	1270 Sixth	CI 7-2160
Carleton E. Morse	NBC Rm 688	CI 7-8300
Nat'l TV Guild	801 Greenwch	CH 3-4900
Persons Prods	1444 BeachAv	UN 3-2652
Prockter Prods	1270 Sixth	JU 6-4360
Reemack Prods	527 Fifth	MU 7-7979
Max Richards	1776 B'way	PL 7-6414
Martha Rountree	570 Lex Ave	PL 5-7770
Kermit Schafer	112 East 37	MU 9-4628
Bernard Schubert	509 Madison	MU 8-0944
Arthur Schwartz	1501 B'way	PE 6-7440
Martin Stone	4 West 58	MU 8-0585
Douglas Storer	1270 Sixth	CI 7-6325
Irvin P. Sulds	654 Madison	TE 8-7025
Tel-Air Assoc	366 Madison	VA 6-3417
Telenews	1600 B'way	CI 7-7364
Todman-Goodson	CBS 485 Mad	PL 5-2000
TOP Prods	551 Fifth	MU 7-0272
Transamerican	1 East 54	PL 5-9800
United Prods	654 Madison	TE 8-8300
Chuck Vincent	509 Madison	EL 5-0734
Visual Arts Prods	2 West 46	LU 2-4047
Wolf Assoc	420 Madison	PL 5-7620
World Video	15 East 47	PL 9-3870
Frederic Ziv	501 Madison	MU 8-4700

PRODUCERS OF COMMERCIALS ON TELEVISION IN NEW YORK

Animation House	New Rochelle	2-8124
Archer Prods	35 West 53	JU 6-2690
Audio Prods	630 Ninth	CO 5-6771
Louis deRochemont	35 West 45	CH 4-8873
Jerry Fairbanks	292 Madison	MU 5-0877
Film Graphics	103-14 Rsvt	IL 8-5785
Hile-Damroth	320 B'way	WO 4-2478
Jam Handy Films	1775 B'way	CO 5-7144
Ben Harrison	245 West 55	PL 7-3217
Loucks&Norling	245 West 55	CO 5-6974
Ted Nemeth	729 Seventh	CI 5-5147
Pathescope	580 Fifth	PL 7-5200
Pictorial	140 West 57	CI 6-5726
Sarra Photogs	200 East 56	PL 3-3790
Screen Gems	729 Seventh	CI 5-5044
Fletcher Smith	1585 B'way	JU 6-3950
Sound Masters	165 West 46	PL 7-6600
Special Purpose	16 East 58	PL 9-1792
TV Features	480 Lex Ave	PL 5-5714
Transfilm	35 West 45	LU 2-1400
Wilding Prods	385 Madison	PL 8-1727

A-ABC,C-CBS,D-DuM

PULSE TV RATINGS FOR SEPTEMBER

N-NBC,P-WPIX,W-WATV

Top Ten 6 City

Toast of the Town	C	36.3
Philco Playhouse	N	32.5
The Goldbergs	C	31.6
Godfrey & Friends	C	29.5
Stop The Music	A	29.4
Suspense	C	29.2
Break The Bank	A	29.2
Friday Fights	N	28.0
Amateur Hour	D	24.3
Cavalcade of Stars	D	23.0

Top Ten NYC (Sept 6-12)

Toast of the Town	C	45.0
The Goldbergs	C	43.8
Philco Playhouse	N	35.3
Amateur Hour	D	29.1
Friday Fights	N	28.8
Cavalcade of Stars	D	28.5
Studio One	C	27.3
Godfrey & Friends	C	27.3
Break The Bank	A	27.0
Stop The Music	A	26.8

NYC Multi-Weekly

Yankee Baseball	D	15.5
Howdy Doody	N	14.5
Small Fry	D	10.7
Dodger Baseball	C	10.7
Kukla,Fran,Ollie	N	10.5
7pm Western	W	10.3
Giant Baseball	P	10.3
Lucky Pup	C	9.1
Six Gun Playhouse	P	8.8
Camel News	N	8.7

PROGRAMS WHICH DEBUTED SEPTEMBER 12 THROUGH OCTOBER 23

ADD DRAMATIC

ABC

ACTORS STUDIO - from WJZ-TV to E&MW Nets; 8-8:30pm Wednesdays; stars and Actors Studio Company in dramatic originals and adaptations; PACKAGER - World Video; PRODUCER & CASTING - Donald Davis, World Video; DIRECTOR - Fred Carr, ABC; REHEARSAL - 30 hours dry, 6 hours camera; ON THE AIR - October 1948; AVAILABLE - approx. $6500.

LOOK PHOTOCRIME - from WJZ-TV to E&MW Nets; 8:30-9pm Wednesdays; mystery series with Chuck Webster and others. Produced by ABC with Look Magazine; PACKAGER - Mildred Fenton; PRODUCER-WRITER - Murray Burnett; DIRECTOR - Babette Henry, ABC. ON AIR-Sep.28.

MR. BLACK - from WENR Chicago to E&MW Nets; 9-9:30 pm Mondays; mystery crime series with Andy Christopher; DIRECTOR - Tony Rizzo, WENR; WRITER - Bill Ballinger; ON THE AIR - September 21. AVAILABLE - Approximately $2500.

STARRING BORIS KARLOFF - from WJZ-TV to E&MW Nets; 9:30-10pm Thursdays; original suspense series with top supporting players; PACKAGER - MCA; DIRECTOR - Alex Segal, ABC; WRITERS - Freelance; SETS - James McNaughton, ABC; CASTING - Maynard Morris,MCA; REHEARSAL - 14 hours dry, 6½ hours camera; AVAILABLE - approx $6000. ON AIR - Sep. 22.

CBS

THE FORD THEATER from WCBS-TV to E&MW Nets; 9-10pm every-other-Friday; (alternates with "54th Street Revue") Adaptations of B'way plays with stars; SPONSOR - Ford Motor Company; AGENCY - Kenyon & Eckhardt; PRODUCER - Garth Montgomery, K&E; DIRECTOR-Marc Daniels, K&E; ASST DIRECTOR - Kenneth Buckridge, K&E; SETS - Sam Leve; COSTUMES-Paul DuPont; MUSICAL DIRECTOR - Cy Feuer; ANNOUNCER - Nelson Case; CASTING - Daniels; ON THE AIR - October 1948; COMMERCIALS - live action film, voice over; fashion models around car & highway shots; opening, after Acts I & II, and closing.

THE FRONT PAGE from WCBS-TV to E&MW Nets; 8-8:30pm Thursdays; dramatic series based on Hecht-MacArthur play; with John Daly, Mark Roberts, Jan Shaw, Leona Powers, & Philip Truex; PACKAGER - World Video; PRODUCER - Donald Davis, World Video; DIRECTOR - Frank Heller, CBS; WRITER - Alvin Sapinsley; CASTING - Heller at CBS; REHEARSAL-18 hours dry, 5½ hours camera; ON THE AIR - September 29; AVAILABLE - approx $9500.

MAN AGAINST CRIME from WCBS-TV to E&MW Nets; 8:30-9pm Fridays; "Private eye" series with Ralph Bellamy as permanent star; supporting cast changes weekly; SPONSOR - Camel Cigarettes; AGENCY - William Esty; PRODUCER - Charles Russell, Esty; DIRECTOR - Paul Nickell, CBS; WRITER - Lawrence Klee; MUSIC - Henry Sylvern; CASTING - Charles Campbell at Esty (Thur-Fri; 1-5pm); REHEARSAL - 15 hours dry, 8½ hours camera; ON THE AIR-October 7; COMMERCIALS - Film, voice over & direct recording; testimonials; open,middle & close.

THE SILVER THEATER from WCBS-TV to E&MW Nets; 8-8:30pm Mondays; Dramatic show with Conrad Nagel as MC; SPONSOR - Int'l Silver Co; AGENCY - Young & Rubicam; PRODUCER-DIRECTOR-EDITOR - Frank Telford, Y&R; PRODUCTION ASSISTANT - Bob Schuler, Y&R; MUSIC-Alexander Semmler; SETTINGS - Howard Bay; REHEARSAL - 25 hours dry, 5 hours camera; ON THE AIR - October 3.

TONIGHT ON BROADWAY from WCBS-TV to E&MW Nets; 7-7:30pm Sundays; scenes from current Broadway productions; commentary by John Mason Brown; SPONSOR - Esso; AGENCY - Marschalk & Pratt; SUPERVISOR - Edward Whitehead; PRODUCER-DIRECTOR - Martin Gosch; COORDINATOR OF MATERIAL - Robert Sylvester; ON THE AIR - October 2; COMMERCIALS - Full animation, voice over; opening, middle, & close.

DuM

CHICAGOLAND MYSTERY PLAYERS-from WGN-TV Chicago to E&MW Nets; dramatic mystery with Gordon Urquhart and others; DIRECTOR - Jay Faraghan, WGN; ON THE AIR - Sept 30. AVAILABLE - $500 local.

CROSS QUESTION-from WGN-TV Chicago to E&MW Nets; 9-10pm Sundays; drama reconstructs famous jury cases; DIRECTOR - Lloyd Ellingwood, WGN; WRITER - Bill Wines.ON AIR-Sept 18

FAMOUS JURY TRIALS-from WABD to E&MW Nets; 9:30-10pm Wednesdays; dramatized court cases; SPONSOR - Local Chevrolet Dealers; AGENCY - Campbell-Ewald; PACKAGER - Transamerican; DIRECTORS - Charles Harrell for Transamerican & Frank Bunetta, DuM; WRITER-John L. Clark; ON THE AIR - October 5; AVAILABLE - approx $4500.

HANDS OF MURDER - from WABD to E&MW Nets; 8-8:30pm Fridays; mystery plays, outgrowth of "Program Playhouse." DIRECTOR - Frank Bunetta, DuM; WRITERS - Lawrence W. Menkin & Charles Spear; ON THE AIR - September 30; AVAILABLE - approx $2500.

THE PLAINCLOTHESMAN - from WABD to E&MW Nets; 9-9:30pm Wednesdays; realistic program depicting crime detection methods; with Peter Capell, Neva Patterson & David Orrick; PACKAGER - Transamerican Broadcasting & TV; DIRECTOR - William Marceau; WRITER - Len Finger; ON THE AIR - October 5; AVAILABLE - approx $4500.

NBC

CHEVROLET TELE-THEATER - (formerly "Chevrolet on Broadway") from WNBT to E&MW Nets; 8-8:30pm Mondays; stars and supporting players in dramatic originals & adaptations; SPONSOR - Chevrolet; AGENCY - Campbell-Ewald; PRODUCER - Vic McLeod; DIRECTORS-Garry Simpson & Barry Bernard, NBC; CASTING - Martin Begley & Bill Kaufman, NBC; WRITERS - Freelance; SETS - Elwell, NBC; COSTUMES - Rose Bogdanoff, NBC; REHEARSAL - 1 week dry, 8 hours camera; ON THE AIR - September 1948.

BIG STORY - from WNBT to E&MW Nets; 9:30-10pm every-other Friday; dramatic episodes dealing with real life experiences of newspaper men; narrator - Robert Sloane;SPONSOR-Pall Mall; AGENCY - Sullivan, Stauffer, Colwell & Bayles; PACKAGER - Prockter Prods; PRODUCER - Bernard Prockter; DIRECTORS - Charles Skinner, Prockter; Al Scott, NBC; WRITER - Arnold Perl; CASTING - Jerome Robinson, Prockter; ON THE AIR - September 16; COMMERCIALS - Live action film, voice over; opening, middle & close.

CRISIS - from WNBQ Chicago to E&MW Nets; 8-8:30pm Wednesdays; real life problems dramatized by unrehearsed actors; actual outcome disclosed at end; PRODUCER-DIRECTOR-Norman Felton, WNBQ; ON THE AIR - October 12.

WOR

AMERICAN FAMILY JURY - on WOR-TV local; 8-8:30pm Fridays; courtroom action series; dramatic episodes, real judge and lawyers; jury chosen from audience; PRODUCER-DIRECTOR - Brad Simpson, WOR; ON THE AIR - October 21.

WHAT HAPPENS NOW - on WOR-TV local; 8:30-9pm Saturdays; unrehearsed dramatic program with situations suggested by viewers; cast includes Cecily Burke, Jean Pugsley, Joyce Gordon, Ross Martin, Larry Blyden & Charles Mendick; PACKAGER - Persons Prods; DIRECTOR - Hal Persons; ON THE AIR - October 15; AVAILABLE - approx $1500 (inc time).

This section includes only those programs which debuted or returned since our September monthly. Our September and October monthly issues together completely cover every program on the air.

ADD SITUATION COMEDIES

NBC

THE ALDRICH FAMILY - from WNBT to E&MW Nets; 7:30-8pm Sundays; Family comedy with Bob Casey, Jackie Kelk, Lois Wilson, House Jameson, Charita Bauer, Arthur Edwards & others; SPONSOR - General Foods; AGENCY - Young & Rubicam; PACKAGER - William Morris; Producer-Director-Editor-Casting - Ed Duerr, Y&R; NETWORK PRODUCER - Duane McKinney, NBC; WRITER - Clifford Goldsmith; SETS - Ken Mapes, NBC; REHEARSAL - 21 hours dry, 7 hours camera; ON THE AIR - October 2; COMMERCIALS - live integrated, then into film showing desserts; voice over; opening, middle & close.

HANK McCUNE SHOW - on WNBT local; 6-6:30pm Sundays; via kinesc from KNBH H'wood; comedy series with Hank McCune, Arthur Q. Bryan & others; SUSTAINING; PRODUCER-DIRECTOR - Harold Schuster; ON THE AIR - October 9.

THE LIFE OF RILEY - from WNBT to E&MW Nets; 9:30-10pm Tuesdays; TV version, on film, of AM show, with Jackie Gleason, Rosemary DeCamp, Lanny Rees, Gloria Winters, and Sid Tomack; SPONSOR - Pabst; AGENCY - Warwick & Legler; PRODUCER-WRITER - Irving Brecher; AGENCY SUPERVISOR - Cecil Underwood, W&L H'wood; FILM - Film Tone Corp,H'wd; ON THE AIR - October 4.

PIX

THE TRUEX FAMILY - on WPIX local; 7:30-8pm Thursdays; situation comedy series with Ernest Truex, Sylvia Field, Barry & Sally Truex, and guests; SPONSOR - Gimbel Bros; SUPERVISOR - Warren Wade, PIX; DIRECTOR - Clay Yurdin, PIX; WRITERS - Searle Kramer & James Truex; CASTING - Warren Wade, PIX; ON THE AIR - October 13.

WOR

APARTMENT 3-C - on WOR-TV local; 7:15-7:30pm Tues, Thu, & Sat; Barbara & John Gay in domestic series; PACKAGER-DIRECTOR - Harvey Marlowe; SUSTAINING; AVAILABLE - $900 (inc time) $250 per participation. ON THE AIR - October 11.

ADD COMEDY-VARIETY

CBS

THE BIGELOW SHOW - from WCBS-TV to E&MW Nets; 9-9:30pm Wednesdays; comedy-variety show with Paul Winchell, ventriloquist, Dunninger, mentalist, and guests; SPONSOR - Bigelow-Sanford; AGENCY - Young & Rubicam; PRODUCER - Frank Telford, Y&R; DIRECTOR-CASTING - Preston Wood, Y&R; SCRIPT - J. Franklin Jones; REHEARSAL - 2 hours dry, 5 hours camera; ON THE AIR - October 1948. COMMERCIALS - live action,voice over; shows rug repair; opening, middle, close.

ED WYNN SHOW - from WCBS-TV to E&MW Nets via kinesc from KTTV H'wood; 9-9:30pm Thursdays; comedy-variety show starring Ed Wynn, and featuring top variety acts; Lud Gluskin & Orch; SPONSOR - Speidel; AGENCY - Cecil & Presbrey; PRODUCER - Harland Thompson, CBS; DIRECTOR - Ralph Levy, CBS; SUPERVISOR - Riley Jackson, C&P; COMMERCIALS - live integrated by Wynn. ON THE AIR - October 6.

THIS IS SHOW BUSINESS - from WCBS-TV to E&MW Nets; 7:30-8pm Sundays; Clifton Fadiman and panel view and comment on variety acts; SPONSOR - Crosley; AGENCY - Benton & Bowles; PRODUCER - Irving Mansfield, CBS; DIRECTOR - Alex Leftwich, CBS; CASTING - Penny Morgan, CBS; MUSIC - Ray Bloch; REHEARSAL - 1 hour dry, 6 hours camera. ON THE AIR - July 1949.

Complete program analysis for every television program on the air will be published in our November Monthly issue.

NBC

FIREBALL FUN FOR ALL - from WNBT to E&MW Nets; 9-10pm Thursdays; The Olsen & Johnson melee with Marty May and June Johnson; scheduled to depart October 27; SPON-Buick; AGENCY - Kudner; DIRECTOR - Edward F. Cline; MUSIC - Charles Sanford; COSTUMES-Paul DuPont; STAGER - Ron Fletcher; SETTINGS - Frederick Fox; CHOREOGRAPHER - Donn Arden; CASTING - Harry Kalcheim, Wm. Morris; PRODUCTION - $15,000. ON AIR-June 28 1949.

TEXACO STAR THEATER - from WNBT to E&MW Nets; 8-9pm Tuesdays; Milton Berle and company; SPONSOR - Texaco; AGENCY - Kudner; PRODUCER-DIRECTOR - Ed Cashman of Kudner; MUSIC - Alan Roth; SETS - Elwell, NBC; CASTING - Harry Kalcheim, Wm. Morris; ON THE AIR - June 1948; PRODUCTION - approximately $15,000; COMMERCIALS - live; Sid Stone in pitchman routine at midway point; quartet at opening and close.

PIX

NEW TIMERS - on WPIX local; 7:30-8pm Sundays; variety program with Joey Faye, Bobbie Martin, Bill Sheidy & Jack Fletcher; PACKAGER - Martin Jones; DIRECTOR - Cledge Roberts, PIX; SUSTAINING; AVAILABLE - $1600 (inctime). ON THE AIR - September 18.

ADD MUSICAL VARIETY

CBS

AT HOME SHOW - from WCBS-TV to E&MW Nets; 7:45-8pm Wednesdays; musical with Earl Wrightson and Norman Paris Trio; SPONSOR - C.H. Masland & Sons for Beautiblend Broadlooms; AGENCY - Anderson, Davis & Platte; SUPERVISOR - Victor Seydel, ADP; Director-Frank Heller, CBS; WRITER - Bob Bach; COMMERCIALS - short opening, closing films; middle spots -live integrated. ON THE AIR - September 14.

FRED WARING SHOW from WCBS-TV to E&MW Nets; 9-10pm Sundays; Waring & complete company - orchestra, glee club, singers; SPONSOR - General-Electric; AGENCY - Young & Rubicam; PRODUCER-DIRECTOR - Ralph Warren, Y&R; SUPERVISOR - Roland Gillette, Y&R; COMMERCIALS - live action & film, voice over; ON THE AIR - April 1949.

INSIDE USA WITH CHEVROLET - from WCBS-TV, Studio 51, to E&MW Nets; 8:30-9pm every-other-Thursday; Arthur Schwartz revue starring Peter Lind Hayes, with Mary Healy, Sheila Bond, & guests; SPONSOR - Chevrolet Motor Division; AGENCY - Campbell-Ewald; SUPERVISOR - Leo Langlois, C-E; DIRECTOR - Sherman Marks for Schwartz; WRITER - Sam Taylor; MUSIC - Schwartz & Howard Dietz; CONDUCTOR - Jay Blackton; COMMERCIALS - Film by Archer Productions; VOCAL ARRANGEMENTS - Ray Charles; ASSOCIATE DIRECTOR - Herbert Hirschman; ON THE AIR - September 29.

SUGAR HILL TIMES - from WCBS-TV to E&MW Nets; 8:30-9pm every-other-Thursday (alternates with "Inside USA With Chevrolet;") Sepia musical-variety show with MC Willie Bryant, comedian Kenny Rogers, singer Harry Belafonte & Don Redman & Orch; SUSTAINING; PRODUCER - Barry Wood, CBS; DIRECTOR - John Wray, CBS; WRITER - Bob Smith; CHOREOGRAPHY - John Butler, CBS; ON THE AIR - September 6.

NBC

BAND OF AMERICA - from WNBT to E&MW Nets; 9:30-10pm Mondays; TV version of AM musical with Paul LaValle and band and singers; SPONSOR - Cities Service; AGENCY - Ellington; PRODUCER-DIRECTOR - H.B. Swope, Jr., NBC; ON THE AIR - October 17.

VOICE OF FIRESTONE - from WNBT to E&MW Nets & kinesc; 8:30-9pm Mondays; musical program with Eleanor Steber, Christopher Lynch, Howard Barlow & Orch; SPONSOR - Firestone; AGENCY - Sweeney & James, Akron; DIRECTOR - Clark Jones, NBC. ON AIR-Oct. 5.

NBC

THE SUPPER CLUB from WNBT to E&MW Nets; 8-8:30pm Sundays; musical show with Perry Como, Fontane Sisters, Mitchell Ayres & Orch and announcer Martin Block; SPONSOR - Chesterfield; AGENCY - Newell-Emmett; PRODUCER - Bob Moss, N-E; SUPERVISOR - Randy Dunnell, N-E; DIRECTOR - Joe Cavalier, NBC; ON THE AIR - December 1948.

WOR

DOROTHY CARLESS - on WOR-TV local; 7:45-8pm Saturdays; piano & song; SUSTAINING; PACKAGER - Ken Later, Wm. Morris office; DIRECTOR - Jerry Freedman; AVAILABLE - $900.

OLD KNICKERBOCKER MUSIC HALL - on WOR-TV local; 9-11pm Fridays; variety show from cafe of same name; features gas light era entertainment; PACKAGER & COMMENTATOR - Paul Killiam; SUSTAINING; AVAILABLE - $750 per ¼ hour; $250 per participation. (time inc).

JOAN ROBERTS SHOW - on WOR-TV local; 7-7:15pm Tue-Th-Sat; musical-variety show with Gordon Andrews Trio and guests; DIRECTOR - Edward Reveaux; SUSTAINING; AVAILABLE-$900. PARTICIP.-$250

HAZEL SHERMET - on WOR-TV local; 7:00-7:15pm Wed & Fri; comedy songs and unpublished tunes of viewers sung by Hazel Shermet; PACKAGER - Tel-Air Associates; DIR-Al Garry, Tel-Air; SUSTAINING; AVAILABLE - $900; per partic- $250. (time inc).

AL SIEGEL'S SONG SHOP - on WOR-TV local; 8:30-9pm Thursdays; musical interlude; SUSTAINING; PACKAGER - Ken Later; DIRECTOR - Edward Reveaux, WOR; AVAILABLE - $1725.

TOON-A-VISION - on WOR-TV local; 8-8:30pm Thursdays; musical variety and quiz features singers Artie Malvin and Marcy Lutes and cartoonist Tom Howell; SUSTAINING; DIRECTOR - Mendy Brown, WOR; AVAILABLE - $1500 (in time). ON THE AIR - Oct. 13.

PIX

SONG PARADE - on WPIX local; 6:40-7pm Thurs-Mon; musical show with guest instrumentalists; DIRECTOR - Clay Yurdin, PIX; SUSTAINING; AVAILABLE - $125 per partic. ON THE AIR - September 11.

CBS

ADD TALENT SHOWS

ARTHUR GODFREY'S TALENT SCOUTS - from WCBS-TV to E&MW Nets; simulcast; 8:30-9pm Mondays; SPONSOR - Lipton's Tea & Noodle Soup; AGENCY - Young & Rubicam; PRODUCER-DIRECTOR - Jack Carney, Godfrey Prods; NETWORK DIRECTOR - David Rich, CBS; CASTING - Sonja Morse & Esther Stoll, CBS; MUSIC - Archie Bleyer & Orch; COMMERCIALS - live - integrated by Godfrey.

NBC

ORIGINAL AMATEUR HOUR - from WNBT to E&MW Nets; (switched from DuM October 4); 10-11pm Tuesdays; MC Ted Mack introduces variety acts using original Major Bowes format; SPONSOR - Old Gold; AGENCY - Lennen & Mitchell; PACKAGER - Reemack Productions; PRODUCER - Lou Goldberg, Reemack; ASSOCIATE PRODUCER - Wanda Ellis, Reemack; DIRECTORS-Lloyd Marks & Steve Manning, Reemack; SUPERVISOR - Larry Holcomb, L&M; Casting - Wanda Ellis & Lloyd Marks, Reemack; COMMERCIALS - live; ANNOUNCER - Dennis James. ON AIR - January 1948.

INTERVIEW SHOWS

ABC

ACTION AUTOGRAPHS - from WENR Chicago to E&MW Nets; 6:30-6:45pm Sundays; MC Ed Prentiss interviews personalities, shows filmed stories; SPONSOR - Bell & Howell; AGENCY - McCann-Erickson; PRODUCER-Jack Brand. ON THE AIR - April 1949.

ADD INTERVIEW SHOWS (Continued)

WOR

DINNER AT SARDI'S - on WOR-TV local; 7:30-8:30pm Wednesdays; MC Bill Slater in celebrity interview program; SUSTAINING; PACKAGER - 44th St Program Corp; PRODUCER - Marlo Lewis, Mina Bess Lewis; DIRECTOR - Gary Stevens; WRITERS - Gary Stevens, Mina Bess Lewis; AVAILABLE - $750 per ¼ hour (inc time); $250 per participation.

ADD EXPOSITION SHOWS

CBS

THE AMAZING POLGAR - on WCBS-TV local; 7:45-7:55pm Fridays; features hypnotic feats of Dr. Franz Z. Polgar; SPONSOR - Trimount Clothing; AGENCY - Weintraub; PROD-Charles Lewin, of Weintraub; DIRECTOR - David Rich, CBS. ON THE AIR - September 16.

BURTON HOLMES TRAVELOGUE - from WCBS-TV to E&MW Nets; 6:15-6:30pm Sundays; series of travelogue films made by Holmes; SPONSOR - Atcheson, Topeka & Santa Fe RR; AGENCY-Leo Burnett. ON THE AIR - October 2.

DuM

BROADWAY TO HOLLYWOOD - from WABD to E&MW Nets; 8:30-9pm Fridays; George Putnam gives show business news and reviews; PRODUCER - DuMont TV Network; DIRECTOR - Pat Fay, DuM; WRITER - Norman Baer. (Edition of "Headline Clues.") AVAILABLE - appr $800

WOR

MAGIC IN THE AIR - on WOR-TV local; 8-8:30pm Saturdays; MC Dick DuBois in variety program with guests in feats of magic; SUSTAINING; PRODUCER-DIRECTOR-Robert Novak,WOR. AVAILABLE - $1500 (inc time).

THE ROAD TO SUCCESS - on WOR-TV local; 8-8:30pm Tuesdays;Moderator Dick DuBois introduces inventors and their creations; SUSTAINING; PACKAGER - Max Rosenbaum, for Visual Arts Productions; AVAILABLE - $1500 (inc time); $250 per participation. ON THE AIR - October 14.

ADD GIVEAWAY SHOWS

ABC

AUCTION-AIRE - from WJZ-TV to 5 Sta E Net; 9-9:30pm Fridays; MC Jack Gregson presides over viewer participation auction; viewers bid for a variety of articles with sponsor's food product labels; PACKAGER - Masterson, Reddy & Nelson; SPONSOR - Libby, McNeill & Libby; AGENCY - J.Walter Thompson; SUPERVISOR - John Nelson for M,R&N; PRODUCER-DIRECTOR - Edward Nugent, ABC; COMMERCIALS - live & integrated; ON THE AIR - September 30.

CBS

PRIZE PARTY - on WCBS-TV local; 7-7:30pm Tuesdays; features Bill Slater in audience participation show; SPONSOR - Messing Bakeries; AGENCY - Blaine-Thompson; PRODUCERS - Marlo & Mina Bess Lewis; ON THE AIR - September 20.

NBC

BREAK THE BANK - from WNBT to E&MW Nets; 10-10:30pm Wednesdays; switched from ABC October 5; audience participation quiz; MC Bert Parks, Peter Van Steeden Orch, Song Spinners; SPONSOR - Bristol-Myers; AGENCY - Doherty,Clifford & Shenfield; SUPER-Chester McCracken; PKGR-Ed Wolf Prods; DIR-Jack Rubin for Wolf;Craig Allen,NBC; WRITERS-Herb Wolf, Joseph Kane; PUBLICITY-Edwin Lee; COMMERCIALS-Bud Collyer talks over film strips made by Ted Nemeth showing close-up of products.

ADD GIVEAWAY SHOWS (Continued)

WOR

JOHN REED KING SHOW - on WOR-TV local; 7:30-8pm Tues & Thurs; audience participation quiz, with merchandise prizes; SPONSOR - Flagstaff Foods. ON THE AIR-October 11.

ADD PANEL QUIZ

CBS

PANTOMIME QUIZ - on WCBS-TV local; via kinesc from KTTV H'wood; 10:30-11pm Tuesdays; features Vincent Price, Frank DeVol & Hans Conried pitted against guest team; SPONSOR - Local Chevrolet Dealers; AGENCY - Campbell-Ewald; SUPERVISOR - Betty Meebe, CBS; ON THE AIR - October 4.

ADD FORUMS

ABC

AUTHOR MEETS THE CRITICS - from WJZ-TV to E&MW Nets; 7:30-8pm Mondays; SUSTAINING; John K. McCaffery and panel debate virtues of literary works; PACKAGER - Martin Stone; DIRECTOR - Hal Gerson, ABC; SUPERVISOR - Harriet Halsband, of Stone. ON AIR-July 10'47.

CBS

OVERSEAS PRESS CLUB - from WCBS-TV to E&MW Nets; 5-5:30pm Sundays; Foreign news correspondents in panel; Louis Lochner, Chairman; PRODUCER - Leon Levine, CBS; DIRECTOR - John Peyser, CBS. ON THE AIR - October 2.

ADD RELIGIOUS PROGRAMS

ABC

I BELIEVE - from WJZ-TV to E&MW Nets; 8-8:15pm Tuesdays; discussion of role of religion in everyday life; with prominent religious leaders; ASSOCIATE PRODUCER - Rev. Everett C. Parker, for Protestant Radio Commission. ON THE AIR - October 18.

YOUTH ON THE MARCH -from WFIL-TV Phila to E&MW Nets; 10:30-11pm Sundays; religious program with Rev. Percy Crawford and musical & choral groups from Young People's Church; SPONSOR - Young People's Church; AGENCY - J.M. Camp, Phila; ON AIR - Oct 9.

CBS

LAMP UNTO MY FEET - from WCBS-TV to E&MW Nets; 4:30-5pm Sundays; religious discussions, dramatizations, and films on various religious faiths; SUPERVISOR - Dr.Geo. Crothers; PRODUCER - Isabelle Redman; DIRECTOR - Ken Redford, all CBS. ON AIR-Oct. 2.

ADD FASHION-WOMEN'S-HOW TO DO SHOWS

CBS

HOMEMAKER'S EXCHANGE - from WCBS-TV to E&MW Nets; 4-4:30pm Mondays; Louise Leslie in women's program featuring household hints; PACKAGER - Harvey & Howe; DIRECTOR - Ken Redford, CBS; Participating Sponsors - $950 per 10 minutes (inc time and talent).

WOR

THE HANDY MAN - on WOR-TV local; 6-7pm Tuesdays; MC Jack Creamer in a household hints show; PRODUCER - Jack Creamer; DIRECTOR - Mendy Brown, both WOR; AVAILABLE-$1500
PARTICIP.-$ 155

ADD SPORTS PROGRAMS

ABC

TOUCHDOWN - on WJZ-TV local; 7:30-8pm Fridays; filmed highlights of college games; SPONSOR-Chrysler; AGENCY-McCann-Erickson; FILMS-Tel-Ra Prods,Phila; NARRATOR-Bob Hall.

ADD SPORTS PROGRAMS (Continued)

CBS

THIS WEEK IN SPORTS - from WCBS-TV to 9 Sta E&MW Nets; 10-10:15pm Tuesdays; first of a weekly film series on top sports events; SPONSOR - Sheaffer Pens; AGENCY - R.M. Seeds, Chicago; PACKAGER - INS-Telenews; SUPERVISOR - Jerry Weiler, INS-Telenews; FILM COMMERCIALS - Atlas Film Co, Chicago. ON THE AIR - September 21.

DuM

THE FISHING & HUNTING CLUB - from WABD to E&MW Nets; 9-9:30pm Fridays; TV version of AM show presents various aspects of field & stream sports; film sequences; Bill Slater, MC; SPONSOR - Mail Pouch Tobacco Co; AGENCY - Walker & Downing, Pittsburgh. ON THE AIR - September 30.

WOR

STAN LOMAX SHOW - on WOR-TV local; 7:30-7:45pm Saturdays; sports highlights of the week featuring Universal Sportsreel; SPONSOR - La Primadora Cigars; AGENCY - Pedlar & Ryan. ON THE AIR - October 15.

NBC

TOP VIEWS IN SPORTS - on WNBT local; 10:45-11pm Wednesdays; film series spotlights the week's leading sports events; Commentators - Jimmy Evans & Howard Miller; PRODUCED BY - All-American News. ON THE AIR - September 28.

SPORT HIGHLIGHTS OF THE WEEK - from WNBT to E&MW Nets; approx 10:45-10:50pm Fri; filmed highlights of top sports events; SPONSOR - Bond Clothing Co; AGENCY - Cayton; SUPERVISOR - Allan Black, Cayton. ON THE AIR - September 28.

ADD SPORTS REMOTES

ABC

BOWLING HEADLINERS - from WJZ-TV to E&MW Nets; 10:30-11:30pm Sundays; Bowling expert Al Cirillo describes bowling exhibitions from Capitol Health Center, gives instructions to viewers; DIRECTOR - Marshall Diskin, ABC; AVAILABLE - approx $2400.

CBS

COLUMBIA FOOTBALL GAMES - on WCBS-TV local; 2-4:30pm Saturdays; series of telecasts with commentary by Marty Glickman & Russ Hodges; SPONSOR - Chesterfield; AGENCY-Newell-Emmett; SUPERVISOR - Al Tennyson, N-E; DIRECTOR - Bernie London. ON AIR-Sep.24.

ABC

ROLLER DERBY - from WJZ-TV to E&MW Nets; 9pm to closing Thurs; sportcasters Ken Neidel & Joe Hasel describe roller events; PARTICIPATING SPONSORS - Chesebrough for Vaseline Hair Tonic (52 wks), Blatz Beer & Chevrolet Dealers Assn; AGENCIES - McCann--Erickson for Chesebrough; Kastor, Farrell, Chesley & Clifford for Blatz; Campbell-Ewald for Chevrolet. ON THE AIR - September 29.

DuM

BOXING - on WABD local; 9:30-11pm Thursdays; Announcers - Dennis James & Sam Laine; from Sunnyside Garden Arena; SPONSOR - G. Kreuger Brewing Co; AGENCY - Geyer, Newell & Ganger; ON THE AIR - September 29.

AMATEUR BOXING - from WGN-TV Chicago to E&MW Nets; 10pm to close Fridays; Commentator - Jack Brickouse.

NOTRE DAME FOOTBALL - from WGN to E&MW Nets; 1:45-4:30pm Saturdays; SPONSOR - Chevrolet Motor Division; AGENCY - Campbell-Ewald.

ADD SPORTS REMOTES (Continued)

WCR

BOXING - on WOR-TV local; 8:30-11pm Tuesdays; from Westchester County Center; Announcer- Jimmy Powers; PARTICIPATING SPONSOR - Piel's Beer; AGENCY - William Esty; ON THE AIR - October 18.

ADD CHILDREN'S SHOWS

ABC

THE LONE RANGER - from WJZ-TV to E&MW Nets; 7:30-8pm Thursdays; filmed Western series; SPONSOR - General Mills; AGENCY - Dancer-Fitzgerald-Sample; FILMS - Made by Apex Productions, H'wood; ON THE AIR -September 22.

NBC

JUDY SPLINTERS - from WNBT to E&MW Nets; 5:15-5:30pm Mon-Fri; ventriloquist Shirley Dinsdale and puppet Judy in show featuring guests and panel discussions with Judy as moderator; PRODUCER - Roger Muir, NBC; DIRECTOR - Cal Howard, NBC; MUSIC - Del Horstmann; WRITERS- Cal Howard, Shirley Dinsdale; SETS -Bill Smith, NBC; ON THE AIR - October 4.

ADD TALENT SHOWS

WOR

GET-TOGETHER WITH GAMBLING - on WOR-TV local; 8:30-9pm Wednesdays beginning Oct 26; Gambling & Vincent Sorey's Orchestra in informal show featuring audience participants in songs and dances; PRODUCER - Roger Bower; AVAILABLE - $1500 (inc time).

PROGRAM ARRIVALS ON TELEVISION IN NEW YORK: SEPTEMBER 11 - OCTOBER 23

ABC - Bowling Headliners, Author Meets the Critics, I Believe, Youth on the March, Action Autographs, Actors Studio, Look Photocrime, Starring Boris Karloff, Roller Derby, Auction-Aire, Mr. Black, Lone Ranger, Touchdown.

CBS - Vanity Fair, Lamp Unto My Feet, Overseas Press Club, Burton Holmes Travelogue, Tonight on Broadway, Ford Theater, Man Against Crime, Ed Wynn Show, Pantomime Quiz, Silver Theater, This Is Show Business, Sugar Hill Times, Homemaker's Exchange, Bigelow Show, Fred Waring Show, Talent Scouts, The Front Page, Inside USA With Chevrolet, Prize Party, This Week in Sports, At Home Show, Columbia Football, The Amazing Polgar.

DuM - Broadway to Hollywood, Chicagoland Mystery Players, Fishing and Hunting Club, Hands of Murder, The Plainclothesman, Boxing, Amateur Boxing, Famous Jury Trials.

NBC - Voice of Firestone, Break the Bank, Original Amateur Hour, Life of Riley, Judy Splinters, The Aldrich Family, The Supper Club, Band of America, Hank McCune Show, Crisis, Sport Highlights, Chevrolet Tele-Theater, Top Views in Sports, Big Story, Texaco Star Theater, Fireball Fun For All.

PIX - The Truex Family, New Timers, Song Parade.

WOR - What Happens Now, Get-Together With Gambling, Old Knickerbocker Music Hall, Stan Lomax Show, Dorothy Carless, Apartment 3-C, Magic in the Air, Westchester Boxing, American Family Jury, Joan Roberts Show, John Reed King Show, The Handy Man, Hazel Shermet, Dinner at Sardi's, Al Siegel's Song Shop, Toon-A-Vision, The Road to Success.

DEPARTURES

ABC - Nick Kenny's Composer's Corner, Music Room, Cartoon Teletales, Science Circus, Break The Bank, Sing-Copation, Enchanted Road.....CBS - Armchair Detective, It Pays to be Ignorant, Cliff Edwards....DuM - Flight to Rhythm, Family Genius, Key to the Missing, Program Playhouse....NBC - Sunday Date, Floor Show, Village Barn, News Review....WPIX - Bob Dunn Show, Stage One...WOR - Meet Your Match.

All ROSS REPORTS Subscribers

CARAVEL

730 Fifth Avenue New York City

SCREEN GEMS

729 Seventh Avenue New York City

TV FEATURES

480 Lexington Avenue New York City

TRANSFILM

35 West 45th Street New York City

COMMERCIALS SURVEY

WHO HAS THEM - HOW MANY - WHERE - TYPES - COST - WHO MADE THEM

PREMISE: When 74% of all Television Advertisers are using Spot Commercials as opposed to Network Programming.....when the number of Television Advertisers jumps from 376 to 1537 in one year -- a Programming Report is justified in doing a commercials survey. ROSS REPORTS improved its own perspective in the doing. An evaluation of the following pages should stand programmers in good stead.

SOURCES: Best method for checking the distribution of Advertisers' money is N.C. Rorabaugh's Report on Television Advertising. Much of the following data and one of the tables of figures have been culled from his September report, which covers Network Advertising for the month and Spot Advertising for the week of September 4-10.....with the Rorabaugh Report as a starting point, we contacted Ad Agencies, Commercials Producers, and the Stations, and monitored commercials on five New York City outlets during the week of September 19-25..... By way of qualification---our CHART F, listing Advertisers and the number, type, length, and producers of their commercials, is not intended to be complete - merely indicative. Of course, a small error factor enters into all our tables and should be taken into consideration. Research time consumed was over a month.

GENERAL DATA: Rorabaugh's September report covers 43 Markets, 76 Stations, 59 Network Advertisers, 337 National-Regional Spot Advertisers, 1141 Local-Retail Advertisers - which are respectively, four, two & a half, three and five times higher than the totals of September 1948. A ranking of the Markets surprises in that Los Angeles with 6 stations on the air has 193 Advertisers, while New York, also with 6 stations in September, ranks 2nd with 178 (see CHART A Page 16). But 115 of L.A.'s advertisers are Local, explained by a prevalent $25 per minute rate, as opposed to New York's $250 per minute charge.

ADVERTISERS: The same big names of Radio's billings appear on the TV rolls, fortified by newcomers attracted by the picture aspect of the medium..... American Tobacco has gone on 40 stations with its spots, and the rest of the Top Ten include: Oldsmobile on 36 stations, Ronson on 32, Brown & Williamson on 31, Amer. Cigar & Cigarette on 30, Pioneer (Polaroid) on 21, Kaiser-Frazer on 16, Philip Morris on 15, Cameo Curtains on 15, Simmons Mattress on 12, Peter Paul Candy on 12, Borden's on 30.....Bulova has Time Signals in 32 out of 43 current markets, while Benrus is active in 24 markets.(See CHART B on Page 17).

During our Monitor week of September 19-25, there were 452 spots shown on five New York City stations. We counted a total of 141 on WABD (DuM), 103 on WCBS, 82 on WNBT, 66 on WPIX, and 60 on WJZ-TV (ABC). Four Advertisers - Chevrolet, Borden, TWA and American Tobacco (Lucky Strike) - had spots on all five outlets. Six others - Birdseye Foods, Guild Wine, Ruppert Beer, Wonder Bread, Pepsi-Cola & Eversharp Schick- were on four stations. Weather spots were handled by Chevrolet with 6 on ABC,CBS,DuM, Kool Cigarettes with 10 on ABC, 5 on DuM, Piels Beer with 6 on WPIX, and Seeman Bros. (groceries) with 4 on ABC.....Benrus had the Time Signals on ABC and Bulova on all other local outlets. Bulova had most spots - 75, Benrus - 23, Lucky Strike - 18, Pepsi-Cola - 17, Kool - 15, Chevrolet - 13, Kaiser-Frazer - 12 (See CHART E Page 18).

Local Dealer Activity, when tabulated (See CHART C Page 17) shows RCA Victor Dealers active in 25 out of 43 markets, Chevrolet in 22, Ford in 20, Philco in 18, Dodge, Plymouth & DeSoto Dealers in 18.

Beverages (Beers, Wines & Liquors) and Food Products dominate the list of Advertisers by Product Classification. In the National-Regional Spot field they total 46% of all advertisers active. Some 91 Beverage Distributors were active, as well as 84 Food Products, 30 Household Appliance Mfgrs, 28 Automotive & Accessory, and 22 Toilet Accessory.....in the Local-Retail markets, Household Appliance Distributors were most active - 179, while others were Automotive & Accessory - 152, Foods - 132, Radio & TV Set Distributors - 126, Clothing & Accessory Stores - 65.... with these top five totalling 60% of all. In addition, some 36 Banks advertise, as do 54 Department Stores and 34 Restaurants (See CHART D Page 17).....most of these local advertisers are using slides with Voice Over or Live commercials; Local Dealers, often getting spots made by or in conjunction with their parent company.

TYPES IN USE - TRENDS -- Well out of the primitive"slide with voice over" stage, TV producers and advertisers have been much more progressive with their commercials techniques than with their programming. Today's viewer tunes in on the commercials almost as enthusiastically as the program fare. The trend seems definitely to point away from the Radio's irritation technique toward a combination of live action, animation, opticals and stop motion - dependent upon the product and the job the commercial must do.

Daniel Starch, in his October report,points out that the most liked commercials - among them: Bulova, BVD, Ajax, Peter Pan Peanut Butter, Lucky Strike, Kools - are the ones most remembered and most believed and accepted.... he points up the current theory that commercials should entertain & educate - the trend seems definitely pointed toward combining live action and animation; the former to sell, the latter to entertain. (See CHART F Page 19). The jingle is here to stay, whether combined with puppets, live action or animation.

By turning toward the animated jingle, ad agencies feel they can get more use over a longer period of time out of each spot....witness BVD - on over a year(originally conceived for 3 months), or Peter Paul's Mounds - on since June, or Blatz Beer - running 3 months. While live action can add a harder "sell", familiarity of characters can limit the duration of the spot. Starch's survey states that viewers' dislike of commercials was caused by getting tired of seeing the same commercial over a period of time or by the commercial itself being too long & tiresome. Length of commercial seems now to be fairly well stabilized at the 20 second or one minute mark, while a series just completed by Screen Gems for Van Heusen Shirts seems to illustrate a good formula to take care of the familiarity trouble. Screen Gems fitted a 20 second musical jingle open to four different 40 second live action selling sequences,leaving an open end for dealer tieins.

Stop Motion technique is a constant attention holder, with the dancing cigarettes, marching beer cans, efficient spark plugs of Lucky Strike, Rheingold, Autolite and others winning acclaim and product identification. Interesting point brought out by Starch is that Simmons - which uses a live action demonstration spot - has high brand acceptance but low memory score as to commercial's content. Of course, the product may tend to invite a live action treatment - Ford, Lincoln & Mercury and other automotives, for instance - and certainly Camels' and Chesterfields' testimonial techniques are effective too. Essentially,CHART F on Pages 19-21 lends strong weight to the prevalence of the combined live action - animation approach.

Of note is the newest approach to animation as employed by Roberts & Carr in conjunction with Triangle Films on the Cities Service commercials. Termed "live cartooning" the method has its creator, Jack Eisner, working in layers of paper, wood or cloth in 3 dimensions. Once the basic set is drawn, backgrounds can be changed, new voices synchronized, portions can be lifted out - saving animation time and combatting the loss of interest bugaboo.

WHO ARE THE PRODUCERS -- In contrast to the countless numbers of independent program package people, who have little less than an idea to peddle, there are only a select few firms who are equipped or qualified to handle the complexities of camerawork, animation, opticals, stop motion, etc. Almost all the work is being done by a bare two dozen firms, whose headquarters or branches are located in New York. Nucleus of the group is formed by established commercial film producers - Jam Handy, Wilding, Caravel, etc. - who have been joined by animation specialists, sales promotion experts and a few Hollywood studios. A list of all producers credited in our CHART F will be found on Page 21.

In looking around for producers to work with, Ad Agencies have, during these early days, been forced to shop. Not having worked with picture people to any great extent before, there is yet to be established a complete entente cordiale and method of fixing responsibility for the job to be done. The prevalent method of operation seems to be as follows: agency people come up with a story board plan of the proposed commercial and then ask the various producers for their respective bids. Where there are three or four to be made, the agency may portion these out, and then, on the basis of the results, decide on one or two steady affiliations..... There is a feeling among the producers that better work could be turned out if more of the production planning were turned over to them. Some producers now act as merely camera and print men, and then run the risk of losing an account when the client is not completely happy with the job. Producers suggest that agencies come to them with a budget figure and a precis on the product's particular approach to advertising, and then let the producers themselves go to work on the opticals, animation, story board and other production details.

Most production work has been done to date on the Fox and Pathescope stages in New York, some on the massive Hollywood sound stages..... However, firms like Jam Handy, Wilding, Caravel and others have big plants of their own here or in Detroit or Chicago. Producers claim that Hollywood stages, production techniques and operation will have to be simplified to cut time wastage and labor used for a more effective Television production job.

COSTS - COSTS - COSTS -- Although producers of commercials like to stress the theory that it is the idea and not the cost that is most important to the making of a good commercial, to the agencies and their clients, costs are still of paramount importance. On the average, they would like to spend $1500 and get a Stop Motion production. Actually, prevalent bids for the various types of techniques in use today run something like this:

Stop Motion -	$5000-7500
Full Anima. -	3500-6000
Partial Ani -	2500-3500
Live Action -	1000-2500

In all cases, the quantity produced at one time will have some bearing on the bid. Commercials have been made for less than the accompanying figures - as low as $8-900 for partial animation - but the larger, more reliable production firms are committed to certain fixed costs, that even jobbing out the work - as many do (for animation, other effects) - can not overcome.

FACTORS -- Stop Motion's maximum costs are explained by the painstaking production involved. Each element must be moved and shot frame by frame, utilizing some 4 to 5 artists and a couple of cameramen, costs depending on the number of elements and movement involved, plus an estimated 6-8 weeks production time. One miscue can cause an entire series to be scrapped. The least expensive form, Live Action using performers and sets, has its own problems, including a 2 to 6 week production schedule, union requirements as to manpower employed - usually a 6 to 8 man crew, as well as film stock and other equipment.....In general, ROSS REPORTS hopes that costs of commercials production will soon be so low that Ad Agencies will feel more free about releasing their figures, Producers will make many, & even Viewers will be happy

N.C. Rorabaugh in his September report points up the tremendous growth of Television as an advertising medium during the past year. Much of the following data and some of the tables of figures have been culled from his report and worked into our interpretation of his extensive coverage. Rorabaugh bases his Network figures on the month as a whole, while his National-Regional Spot and Local Retail Spot tabulations are based on the week of September 4-10.

	Mkts	# Sta	Net	Nat-Reg	Local	Total
Sept 1948 --	10	32	21	119	236	376
Sept 1949 --	43	76	59	337	1141	1537

NUMBER OF ADVERTISERS BY MARKETS

Top Ten	#Sta	Net	N-R	Local	Total
Los Ang.	6	25	53	115	193
New York	6	63	77	38	178
Phila	3	59	45	59	163
Chicago	4	55	48	53	156
Baltimore	3	58	34	54	146
Detroit	3	53	39	47	139
Washington	4	59	22	56	137
Boston	2	54	34	32	120
Cleveland	2	49	26	37	106
Buffalo	1	32	20	45	97
Atlanta	2	18	15	35	68
Birming'm	2	8	4	14	26
Charlotte	1	5	5	7	17
Cincinnati	3	27	32	36	95
Dayton	2	27	28	26	81
Erie	1	29	9	38	76
FtWth-Dal	1	10	17	14	41
Grand Rap.	1	9	--	16	25
Houston	1	11	12	5	28
Indianap.	1	9	12	15	36
Lancaster	1	26	13	26	65
Louisville	1	13	10	12	35
Memphis	1	14	9	19	42
Miami	1	7	5	33	45
Milwaukee	1	38	17	38	93
Minn-St P.	2	16	16	23	55
New Haven	1	30	23	10	63
New Orleans	1	10	14	9	33
Okla. City	1	6	6	9	21
Omaha	2	8	4	6	18
Pittsburgh	1	35	10	16	61
Providence	1	20	12	7	39
Richmond	1	30	7	7	44
Rochester	1	21	4	11	36
SaltLkCty	2	9	4	37	50
San Diego	1	7	8	13	28
San Fran.	2	15	15	26	56
Schenect.	1	34	6	16	56
Seattle	1	13	8	11	32
St Louis	1	38	21	10	49
Syracuse	1	8	8	15	31
Toledo	1	26	16	40	82
Wilmington	1	23	3	11	37

OF SIGNIFICANCE

1. 74% of all Advertisers are in Spots
2. Total Number of Advertisers jumped almost 500% in one year's time.
3. Four times as many Markets.
   2½ times as many Stations.
   Three times as many Network Adver.
   Three times as many Nat-Reg Spot
   Five times as many Local Advertisers
4. Low Spot rates bring proportionately more local advertisers into smaller markets....
   a. New York has only 38 Local Spot Advertisers - no more than Erie,Pa. - but New York charges $250 per minute to Erie's $22.50.....also, as headquarters for National-Regional Spot & Network Advertising, most of New York's time is thusly occupied.
   b. Los Angeles exists on Spot Business.

SAMPLE STATION RATES

Representative & Sectional

City	Minute	Hour
Atlanta	$ 30	$ 250
Chicago	60	1000
Dallas	30	250
Detroit	60	600
Erie	22½	200
Los Angeles	25	900
Milwaukee	55	350
New York	250	2000
Philadelph	70	1000
Washington	50	500

Chart B

SPOT INDEX

ADVERTISERS IN 3 OR MORE MARKETS

Number of Stations Used

Admiral Appli.	3	Int'l Shoe	7
Alliance	19	Kaiser-Frazer	16
Amer Cig & Cig	30	Kendall Mfg	3
American Chicle	4	Kesterman Bros	5
Aunt Elns Pi-Do	4	Liggett & Meyers	5
Amer. Tobacco	40	P. Lorillard	4
Bank of America	3	Modern Foods	4
Blatz Beer	9	Philip Morris	15
Borden's Prods	30	Naragansett Brew	4
Breyer's Prods	11	Oldsmobile	36
Brown & Wmson	31	Pepsi-cola	9
B.V.D. Corp	6	Peter Paul Candy	12
Cameo Curtains	15	Philipps Pkg	3
Carter (Arrid)	5	Pioneer Poilor'd	21
Carpenter-Morton	5	R.J.Reynolds	6
Day & Night Mfg	5	Richfield Gas	3
DuMont Telesets	9	Rival Packing	11
Ford Motors	6	Ronson Lighters	32
Forstner Chains	7	Ruppert Brews	10
Fort Pitt Beer	4	SOS Company	7
General Baking	3	Schick	3
Globe Brewing	3	Simmons Mattress	12
Goodyear Tires	6	Statler Tissue	4
Hoffman Radio	3	Weston Biscuit	4
Household Finance	5	Wiedermann	6

Chart C

LOCAL DEALERS ACTIVITY

Number of Markets out of 43

Admiral Appli	8	Hudson Cars	8
Buick Cars	12	Lincoln-Mercury	8
Chevrolet Cars	22	Motorola Sets	10
Chrysler Cars	14	Nash-Kelvinator	6
Coca-Cola	2	Oldsmobile	7
Crosley Appli	4	Pepsi-Cola	2
Dodge-Ply-DeSota	18	Philco Appl,Sets	18
DuMont Telesets	3	Pontiac Cars	4
Ford Cars	20	RCA Victor	25
G-E Appli,Sets	13	Studebaker Cars	3

TOP FIVE

# Sta Used		Dealers		N-R Spots		Local	
Am Tobac	40	RCA Vict	25	Bev(W & L)	91	House	179
Oldsmob	36	Chevrolet	22	Foods	84	Auto	152
Ronson	32	Ford	20	Household	30	Foods	132
Br&Wmson	31	Philco	18	Automo	28	R&TV	126
Am C & C	30	Dodge,P,D	18	Toilet Ac	22	Cloth	65

Chart D

PRODUCT CLASSIFICATION

NETWORK & NAT'L-REG'L SPOTS

Agriculture	2
Automotives & Access.	28
Beverages (wines,liq)	91
Beverages (non-alcoh)	17
Clothing & Access.	12
Confectionary	9
Disinfectants	1
Drugs	5
Financial	2
Foods	84
Household Appl & Eq.	30
Industrial Mat'ls	1
Jewelry & Silverware	7
Laundry Soaps,Clnrs	13
Miscellaneous	19
Publications	1
Radio & TV Set Mfgrs.	11
Tobacco & Cigarettes	14
Toilet Requisites	22
Transportation	5

LOCAL - RETAIL SPOTS

Agriculture	1
Automobile & Access	152
Beverages (W & L)	10
Beverages (non-alc)	23
Clothing & Access	59
Furs	6
Confectionary Stores	2
Department Stores	54
Drug Stores,notions	8
Eyeglasses	2
Financial & Banks	36
Florists	7
Foods - miscellaneous	57
Bakeries	37
Dairy Items	38
Gas & Ice	21
Hotels	5
Household Appl & Eq	179
Industrial Mat'ls	38
Jewelry & Silverware	16
Laundries & Cleaners	22
Lubricants	14
Movie Houses	8
Miscellaneous	56
Radio & TV Stores	126
Restaurants	31
Sports & Sports Goods	15
Tobacco & Cigarettes	2
Toilet Accessories	4
Transfer & Storage	8
Transportation	8

SPOT COMMERCIALS ON NYC STATIONS, WEEK OF SEPT 19-25

A total of 452 Spot Commercials - National & Local - were carried on the five NYC stations during the week monitored. Our purpose in tabulating this chart is to show frequency of use & breadth of coverage in this most fertile TV market. The foregoing figure represents number of showings. Other incidentals: Spots for Chevrolet, TWA, Borden's and Lucky Strike were shown on all five stations. Spots for Bulova, Simmons, Birdseye, Guild Wine, Ruppert Beer, Wonder Bread, Pepsi-Cola & Eversharp Schick appeared on four stations.....Time Signals - Bulova & Benrus.....Weather - see below.

	ABC	CBS	DuM	NBC	PIX	TOT
Aborn Coffee			3			3
Acme Dress			1			1
Amer Cig&Cig				1		1
Amer Chicle				3		3
Ameritex Fab			1			1
Aunt Jemima	1					1
A & P Tea Co			3			3
Barney's			2			2
Benrus	17	3		3		23
Birdseye	1	2	1		2	6
Blatz Beer		3	2			5
Borden's	1	5	3	1	3	13
Bowery Bank		1				1
Bowman's Gum				1		1
Breyer's		1		1		2
Bromo-Seltz			3			3
B.V.D. Corp				1		1
Carter(Arrid)	2	1			1	4
Castro			4			4
Chat.Martin			3			3
Chevrolet	1		3	2	1	7
Wthr Spots	1	2	3			6
Cushman			4			4
Dryden-Palmer			2			2
Duffy-Mott		2		1		3
DuMont Sets			9			9
Esquire Nvlty					1	1
Eversharp				1		1
Fashion Frks			2			2
Flexees		2				2
Forstner		2	1	1		4
Fox U Bet					1	1
Gen. Foods			5			5
Guild Wine		1	1			2
Habitant Sup.			2			2
Henry Heide					1	1
Hills Bros.	1					1
Hoffman Bev.		5		3		8
Inkograph	1		2			3
Kaiser-Frazer	3	4	5			12
Kellcggs	1					1
Kool Weather	10		5			15
Lehn & Fink				2		2
Longines					1	1
Lucky Strike	3	4	5	1	5	18

	ABC	CBS	DuM	NBC	PIX	TOT
Lysol		2				2
Maquin Wine					2	2
Meltzer Auto					1	1
Metropol.Mch.					2	2
Nash-Kelv	1					1
NY Central		1	2		2	5
Oldsmobile					3	3
Old Ctry Trot			5			5
Pall Malls	1	3	6			10
Pepsi-Cola	2	4	6	5		17
Pequot Mills				5	1	6
Peter Paul	2	1				3
Philip Morris			5	5		10
Piels (Weather)					6	6
Princess Eve					1	1
Proct & Gamble				6		6
Pioneer Pol'oid				3		3
Plasta Starch			1			1
Revere Copper			3			3
Ronson Lighter		3		2		5
Ruppert Beer	2	1	1		1	5
Schick Electr		1				1
Schick Inject		2	1	2	2	7
Semco Clocks					1	1
Sheffield				1		1
Sheraton			2			2
Simmons Mattr.	1	2	3		2	8
Stetson Hats	1	3			2	6
Stopette		1	2		3	6
Studebaker		3			1	4
Stacar Equipt			2			2
Tide		5	1			6
Trad TV Corp	1					1
TWA	1	2	1	1	2	7
US Rubber		1				1
Viceroy		3				3
Voyt & Sons				1		1
Ward Baking		5		1		6
Weston Biscuit	1			2	1	4
Wonder Bread	2	2	2		5	11
White Rose Tea		1				1
Yodora			2			2
Bulova Watches		18	18	25	14	75
Arthur Beck			2			2
Seeman Bros(Wthr)	4					4

ABC - 60 CBS - 103 DuM - 141 NBC - 82 WPIX - 66 TOTAL - 452

[illegible]

Chart F

REPRESENTATIVE TELEVISION COMMERCIALS

This Information was researched with the Agencies and/or the Producers concerned. Many more spots have been made and aired. These are merely indicative.

SPONSOR	AGENCY	NUMBER	TYPE	LENGTH	PRODUCER
Air Wick	Weintraub	9	Live - Direct Record.	1'&20"	TV Features
ASR Lighters	Federal	2	Live-Animated comb.	1'	Ted Nemeth
Atlantic Ref.	N.W. Ayer	8	Live Action VOF	1'	Audio Productions
Ballantine	J.W.Thompson	5	Live,Anima,Stop Mot'n	1'&25"	Sarra Photogs.
Bates Fabrics	Jas. Sawyer	1	Animated	50"	Ben Harrison
Bavarian Beer	Jones(Cinci)	3	Live & semi-Animated		Ted Nemeth
Benrus Watches	J.D.Tarcher	6	Live Action	20"	Transfilm
Best Foods-HO	Benton&Bowles	1	Animated	1'	Ben Harrison
Farina	"	10	Live Action VOF	1'	Sound Masters
Birdseye Foods	Young&Rub'm	13	Fully Anima. Jingle	20"	Ted Nemeth
Blatz Beer	Kas,Far,Ch,Cl	1	Animated jingle	20"	TV Cartoons
Borden's	Young&Rub'm	6	Live Action-Puppets		Audio Productions
Bowery Savings	E. Wilson	5	Live Action VOF	1'	Special Purpose
Bri- Myers-Mum	Doh,Cl,Shen	2	Live-Anima comb. VOF	1'	Ted Nemeth
Ipana	"	4	Live-Anima & Stp Mot.	1'	"
Vitalis	"	2	Live-Anima comb. VOF	1'	"
Sal Hepat.	"	2	Live-Anima comb. VOF	1'	"
Bromley Curt'rs	John Cairns	7	Live-Anima combined	1'&20"	TV Features
Bulova Watches	Biow	18	6 LiveAc, 12 Stop Mo.	1',20"	Sarra
		12	Live Action VOF	20"	TV Features
B.V.D.	Grey	1	Animated jingle	20"	Screen Gems
Camels	Wm. Esty		Live,Anima VOF & DR	1'&20"	Transfilm
			Live & Animated	1'	Jerry Fairbanks
Cancer Commit.	Direct	1	Animated	2'	Film Graphics
Chesterfields	Newell-Emmett	12	Animated & Stop Mot.	1',1½	Ben Harrison
Chevrolet Mtrs	Campbell-Ewald	5	Animated	1'	Archer Productions
Chevrolet Dlrs	"	18	Live Action	1'	Archer Prods.
		17	Live Weather Spots	1'	RKO,20th,Univ,JH
Clark Candy	BBD&O	2	Stop Motion	1'	Transfilm
Con Edison	BBD&O	10	Live Action	1'&20"	Transfilm
Cushman Bake.	Sam. Kroot	5	Live Action DR	1'	Special Purpose
Cuticura	Ath'ton & Cur	4	Animated Jingles	20"	Ben Harrison
Colgate - Vel	Wm Esty		Animated Jingles	1'&20"	Ben Harrison
		10	Live Action & Stp Mo.	1'	Transfilm
Coty Lipsticks	Frkln Bruck	1	Live-Anima combined	1'	Ted Nemeth
Virginia Dare	Ruth'f & Ryan	6	Live Action VOF	1'	Special Purpose
		1	Live-Anima combined	1'	Ted Nemeth
Diamond Salt	Benton&Bowles	1	Animated	1'	Ben Harrison
Disney Hats	Weintraub	9	Live Action VOF	1'&20"	Transfilm
Dodge Motors	Ruthr'f & Ryan	3	Live-Animated	1'&30"	Jerry Fairbanks
Duffy-Mott Fds	Young&Rubicam	1	Live Action VOF	1'	Transfilm
Eastern Air L	F.D. Richards		Live Action	20"	Jerry Fairbanks
Eastman Kodak	J.W. Thompson	4	Live Action	1'	Sarra
Eversharp	Biow	4	Live, Anima, Stop Mo.	20"	Sarra
Falstaff Beer	Dance-Fitz-S	3	Stop Motion VOF	20"	Ben Harrison
		5	Live Action	1'	Sarra
Fire Prev.Comm	J.W.Thompson	2	Live Action		Audio Productions
Ford Dealers	J.W.Thompson	10	Live Action & Anima.	1'	Audio Productions
		2	Live Action VOF	1'	Transfilm

VOF -- Voice Over Film DR -- Direct Recording Types Explained in Report

CHART F - (Continued)

SPONSOR	AGENCY	NUMBER	TYPE	LENGTH	PRODUCER
Forstner	A.W.Lewin	2	Live & Anima comb.	1'	Ted Nemeth
Fort Pitt Beer	BBD&O	6	Live & Anima, StopM	1'	Transfilm
Frost Ice Crm	--	2	Live Action DR	1'	TV Features
Gen. Electric	Maxon	3	Live Action VOF	50"	Jerry Fairbanks
Gen. Time Inst	BBD&O	4	Live & Anima,Stop Mo	1'	Ted Nemeth
Gem Blades	Federal	1	Live & Animated	1'	Ted Nemeth
Gen.Foods-Jello	Young&Rub'm	3	Live Action	1'	Loucks&Norling
		1	Anima - Blk Magic Bd	1'	Hile-Damroth
Hamilton Watch	BBD&O	2	Live Action VOF	4½'	Screen Gems
Heide Candy	Kelly,Nason	-	Live Action & Stop Mo	1'	Sarra
Heed Deodorant	J.W.Thompson	1	Live Action & Stop Mo	1'	Sarra
Johnson&Johnson	Young&Rub'm	2	Live & Stop Motion	1'	Loucks&Norling
Kaiser-Frazer	Weintraub	4	Live Action VOF	1'	TV Features
		1	Live Action	1'	Sarra
Lewis Candy	Ally&Rich'ds	-	Live Action Puppets	1'&20"	Sarra
Lifesavers	Young&Rub'm	1	Stop Motion VOF	30"	Ted Nemeth
Life Magazine	Young&Rub'm	7	Live Action(Conven'n)	10"&40"	Transfilm
Lincoln Motors	Keny&Eckhardt	4	Live Action VOF	--	Loucks&Norling
Lipton Tea	Young&Rub'm	1	Live Action VOF	--	Loucks&Norling
London Shoes	--	4	Live Action VOF	20"	Transfilm
L.A. Savings Bk	--	5	Live Action VOF	1'	Special Purpose
Lucky Strike	N.W. Ayer	8	Animation, Stop Mot.	1'	Sarra
	BBD&O	3	Live Action & Anima	1'	Jam Handy
Lustre Creme	Len&Mitchell	4	Live Action & Stop Mo.	1'	Sarra
Masland Rugs	And,Dav,Plte	1	Full Anima with chorus	30"	Jerry Fairbanks
Maxwell House	Benton&Bowles	5	Live Action VOF	1'&2½'	Sound Masters
Mich'n Bell	N.W.Ayer	18	Live Action	1'&20"	Caravel
Miller Hi-Life	--	4	Live Action	1'	Sarra
Mr. Boston Wine	Rheingold Adv	2	Live Action & Anima	20,40"	Screen Gems
Molle Shave	Young&Rub'm	7	Live Action	--	Audio Prods.
Nat'l Carbon	Wm Esty	-	Animated Jingle VOF	1'&20"	Ben Harrison
Nat'l Sh.Bank	Doremus(Bost)	-	Live Action & Stop Mo	20"	Sarra
1st Nat'l Bank	BBD&O (Bost)	16	Live, Animated	15,20,40	Jam Handy
Pabst Beer	Warwick&Leg'r	6	Live Action	20"	Jerry Fairbanks
Peter Paul	Bris-Wheeler	2	Live with part anima	1	Audio Prods.
Pepsi-cola	Biow	2	Animated with VOF	20"	Archer Prods.
		4	Stop Mo & Live Action	20"	Sarra
Petri Wine	Young&Rub'm	-	Full Animation	1'&20"	Jerry Fairbanks
Piels Beer	Wm Esty	14	Animated Weather Spts	1,20,30	Transfilm
Pontiac	McManus,John	6	Live Action & Anima	50"	Transfilm
Pioneer(Pol'd)	Cayton	5	Stop Motion VOF	--	Loucks&Norling
Post Toasties	Benton&Bowles	1	Animation	25"	Ben Harrison
Philip Morris	Biow	3	Live,Animated	1'	Ted Nemeth
P&G - Ivory	Compton	3	Live Action, Opticals	1'	Ted Nemeth
Duz	"	3	"	1'	"
Crisco	"	6	"	1'	"
Renuzit	McCann-Eric	3	Live Action & Animated	20"	"
Revlon	Weintraub	4	Live, partial Anima	1'&20"	TV Features
R&H Beer	Paris&Peart	3	Live Action & Stop Mo	1'	Sarra
Rheingold	FC&Belding	2	Live DR	1'	Caravel
Ronson Ltr.	Grey	2	Animation	1'	Animation House
		10	Live Action	1'	Sutherland(L.A.)
Santa Fe RR	--	12	Live Action	1'	Sarra
Santini Bros.	Mehic,NYC	13	Live VOF, open end	30"	Screen Gems
Silver Star Bl.	Ruth&Ryan	2	Live, Animated	1'	Ted Nemeth

CHART F - (Continued)

SPONSOR	AGENCY	NUMBER	TYPE	LENGTH	PRODUCER
Schick	BBD&O	2	Live Action	1'&20"	Jam Handy
A.Smith Carpets	And,Dav,Pl	-	Live action	1'&20"	Jerry Fairbanks
Sonotone	FC&B	3	Live Action VOF	1'	Caravel
Stetson Hats	K&E	6	Live Action VOF	20"	Caravel
Stevens Linen	--	1	Live Action VOF	1'	Hile-Damroth
Swirl	Fashion	4	Live Action VOF	1'	Transfilm
Simmons	Y&R	20	Live Action	-	Audio Prods.
Swift	McCann-Er	17	Live & Anim VOF	1'	Ted Nemeth
Threadmaster	--	20	Live Action VOF	20"	TV Features
Thorofare Mkts.	Ket,McL&Gr	-	Live Action Puppets	20"	Sarra
Tide	Ben & Bow	1	Animated	20"	Ben Harrison
Troy Sav.Bank	EB Wilson	5	Live Action VOF	1'	Special Purpose
US Navy	Direct	10	Live & Anim & Singing	1'	Hile-Damroth
US Dept of Hlth	--	2	Animated	2'	Film Graphics
US Rubber	Direct	1	Stop Motion	1'	Loucks & Norling
Utica Sav.Bank	E.B.Wilson	5	Live Action VOF	1'	Special Purpose
Union Trust	Doremus(Bost)	5	Live Action VOF	1'	Special Purpose
Unique Toys	Grant	6	Live & Anim	1'&1½'	Ted Nemeth
Van Heusen Shts.	Gray	5	Full Anim.Jingle	20"	Screen Gems
			Anim & Open End Tie-In	1'	
Whthall-Anacin	Dan-Fit-Sam	1	Live Action & Stop Mot.	1'	Sarra
Kolynos	Dan-Fit-Sam	1	Live Action & Stop Mot.	1'	Sarra
ADD:					
Admiral	Kudner	-	Live Action, Trick	1'	Wilding Prods.
Arnold Bread	Ben & Bowles	4	Full Animation	20"	20th Cen.Fox
DeSoto	BBD&O	ap4	Live Action VOF	1'	Wilding Prods.
Household Fin.	LeValley-Chi	-	Live Action	1'	Wilding Prods.
Ill.Bell Tele.	N.W.Ayer	-	Live Action	1'	Wilding Prods.
Meisterbrau Br.	BBD&O	-	Live Action & Anim	1'&20"	Wilding Prods.
Oldsmobile	D.P.Brother	ap40	Live Action VOF	1'	Wilding Prods.
Parker Pen	J.W.Thompson	ap7	Live & Anim & Trick	1'	Wilding Prods.
P&G - Duz	Compton	5	Live with Optical	1'	20th Cen.Fox
Ruppert Beer	Biow	4	Live & Anim Silhtte.	1'	Ted Nemeth

PRODUCERS OF COMMERCIALS ON TELEVISION IN NEW YORK

Animation House	New Rochelle	2-8124	Pathescope	580 Fifth	PL 7-5200
Archer Prods.	35 West 53	JU 6-2690	Pictorial	140 West 57	CI 6-5726
Audio Prods.	630 Ninth	CO 5-6771	Sarra Photogs	200 East 56	PL 3-3790
Louis deRochemont	35 West 45	CH 4-8873	Screen Gems	729 Seventh	CI 5-5044
Jerry Fairbanks	292 Madison	MU 5-0877	Fletcher Smith	1585 B'way	JU 6-3950
Film Graphics	103-14 Rsvt	IL 8-5785	Sound Masters	165 West 46	PL 7-6600
Hile-Damroth	320 B'way	WO 4-2478	Special Purpose	16 East 58	PL 9-1792
Jam Handy Films	1775 B'way	CO 5-7144	TV Features	480 Lex Ave	PL 5-5714
Ben Harrison	245 West 55	PL 7-3217	Transfilm	35 West 45	LU 2-1400
Loucks & Norling	245 West 55	CO 5-6974	20th Century Fox	444 West 56	CO 5-3320
Ted Nemeth	729 Seventh	CI 5-5147	Wilding Prods	385 Madison	PL 8-1727

WORLD VIDEO, INC.

Tailors to the Trade

15 East 47th St., New York 17, N. Y. • PLaza 9-3870

ON

THE AIR

"ACTORS STUDIO"

"A COUPLE OF JOES"

"CELEBRITY TIME"

"FRONT PAGE"

"PHOTOPLAY TIME"

THE FIRE

*"HELP WANTED with Herb Sheldon

**"NOW YOU SEE IT" with Richard Himber

"OBJECT MATRIMONY"

THE TEAM

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*Straight Human Interest
**Like No Other Show in the Business

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Representing the leading Independent Television Producers in Hollywood, with Top Shows on these Top TV Stations:

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KTLA—Channel 5
KECA—Channel 7
KNBH—Channel 4
KFI—Channel 9
KLAC—Channel 13

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FRANK DANZIG

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ROBERT WALLACE &
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P. R. B. Inc.

Mary Pickford
Charles (Buddy) Rogers
Mal Boyd

NEW YORK CITY
Penthouse, 745 Fifth Avenue
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BEVERLY HILLS
9533 Brighton Way

East Coast: "Pick A Date" with Buddy Rogers, weekdays on the full ABC Radio Network.

"Buddy Rogers Showcase", starts January 4 on the ABC Television Network.

"The Mary Pickford Program", in preparation.

West Coast: "Hollywood in Three Dimensions", on KTTV (CBS Hollywood.) Produced in collaboration with Robert Joseph.

EDITOR : Henry Colman
RESEARCH : Steve Kaplan

SPECIAL SUPPLEMENT Oct 30 - Nov 5, 1949

An off-week flyer to keep you up-to-date in this five-week month (we have already published four issues during October).

Next Regular Weekly - November 6

DEBUTS, HIGHLIGHTS, CHANGES

Sun (30) - NBC(Ch4) 4:30-5pm; RETURN - American Forum of the Air; from WNBW, Washington, to E&MW Nets; discussion of significant issues by public figures; Packager-Moderator - Theodore Granik.

NBC(Ch4) 5-5:30pm; DEBUT - The Armed Forces Hour; from WNBW, Washington, to E&MW Nets; program tells story of unification of the nation's armed forces; film sequences; Produced by Department of Defense; Director - Charles Christensen, WNBW.

Thu (3) - ABC(Ch7) 9:30-10pm; DEBUT - The Ruggles'; from WJZ-TV to E&MW Nets via kinesc from KECA H'wood; situation comedy series of family life; with Charles Ruggles, Irene Tedrow, Tommy Bernard, Judy Nugent, Jimmy Hawkins & Margaret Kerry; Writer - Fred Howard.

CBS(Ch2) 8:30-9pm; DEBUT - Romance; from WCBS-TV to E&MW Nets every-other-Thurs; alternates with "Inside USA With Chevrolet;" series of romantic dramas starring Lilli Palmer; Producer-Director - Robert Stevens, CBS.

Fri (4) - NBC(Ch4) 8-8:30pm; DEBUT - One Man's Family; from WNBT to E&MW Nets; TV version of AM situation comedy series, with Marjorie Gateson, Bert Lytell, Arthur Cassell, Billy Idelson, Patricia Robbins, Nancy Franklin, & Russell Thorson; Producer-Writer - Carleton E. Morse; Director - Clark Jones, NBC.

NBC(Ch4) 8:30-9pm; CHANGE - We The People moves from CBS.

LAST WEEK'S ARRIVALS

DuM -- Fashions at the Waldorf debuted on WABD local; 1:30-2pm Fridays; women's program featuring fashion and beauty hints; celebrity guests; Commen-Billie Gould.

PIX -- Headquarters debuted on WPIX local; 7:30-8pm Fridays; mystery series dramatizes the detailed detective work of a metropolitan police force; with Chester Stratton, Frank Thomas, Casey Allen, Elaine Rost & Nel Harrison; Producers - Chuck Vincent & Gerald Law, PIX; Directors - Carl Eastman & Cledge Roberts; Writer - Charles Speer.

WOR -- Ray Knight and the Odd Bodkins debuted on WOR-TV local; 7:15-7:30pm Wed & Fri; burlesque of present day comic strips, with Knight, Bill Keene, Keene Crockett, & Tina Holmes; Producers - Knight, Keene & Crockett; Director - Roger Bower, WOR; Writer - Ray Knight.

Second Chance Club debuted on WOR-TV local; 8-8:30pm Thursdays; Richard Kollmar in audience participation show; Producer - Kollmar; Director - Roger Bower, WOR.

WOR-TV News & Features debuted on WOR-TV local; 2-5pm Tues-Sat; news vari-typed photographed & projected before the camera; no voice; Editor - Frank Dahm, WOR.

Wrestling from Jamaica Arena debuted on WOR-TV local; 9-11pm Fridays.

TALENT SHOWSHEET

Oct 29 - Nov 5 1949

PROGRAM	NET	DAY & TIME	GUESTS	SPECIALTY
Cavalcade Of Stars Oct 29	DuM	Sat 9-10pm	Vivian Blaine Zero Mostel Lee & Adair	Singer Comic Dancers
Colgate Theatre Oct 30	NBC	Sun 8:30-9	Florence Reed Mabel Taylor Daisy Bellmore Eva Condon John Baragrey Norman Barrs	"The Old Lady Shows Her Medals" by J.M. Barrie;adapted by Dendall Clarke.
Ford Theatre Nov 4	CBS	Fri 9-10pm	Judy Holliday Richard Hart Marsha Hunt Elizabeth Eustis	"She Loves Me Not" by Howard Lindsay;adapted by Max Wilk.
Kraft Theatre Nov 2	NBC	Wed 9-10pm	Jack Lemmon Rosemary Rice Donald Briggs John Montell E.A.Krumschmidt Jim Boles Bernard Grant	"Whistling In The Dark"
Leave It To The Girls Oct 30	NBC	Sun 8:30-9	Faye Emerson Sarah Churchill Ted Malone	Actress Actress Narrator
Say It With Acting Oct 30	NBC	Sun 6:30-7	"Streetcar Named Desire" vs. "Detective Story"	
Studio One Oct 31	CBS	Mon 10-11pm	Iris Mann E.G.Marshall Robert Harris Dean Harens Hildy Parks James McColl	"Concerning A Woman Of Sin" by Ben Hecht; adapted by Gerald Goode.
Suspense Nov 1	CBS	Tue 9:30-10	William Prince	"Dark Passage"
Silver Theatre Oct 31	CBS	Mon 8-8:30	Charles Korvin Lenore Aubert Myron McCormick	"The Farewell Supper"
Chevrolet Tele-Theatre Oct 31	NBC	Mon 8-8:30	Walter Abel Felicia Montealegre Nicholas Saunders Hilda Vaughn Victor Sutherland Paul Lilly	"Witness For The Prosecution" by Agatha Christie;adapted by Elinor Tarshis.